

CATALOG OF COPYRIGHT ENTRIES

Third Series

VOLUME 12, PART 11B, NUMBER 1

Commercial Prints and Labels

JANUARY-JUNE

1958



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THE LIBRARY OF CONGRESS
WASHINGTON : 1958

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REPORT OF THE

COMMISSIONER OF PATENTS

FOR THE YEAR 1881

WASHINGTON

1882

PRINTED BY THE GOVERNMENT PRINTING OFFICE

UNDER THE SUPERVISION OF THE COMMISSIONER

OF PATENTS

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Preface

The CATALOG OF COPYRIGHT ENTRIES is published by authority of sections 210 and 211 of Title 17 of the *United States Code*. Section 210 provides in part: "The current catalog of copyright entries and the index volumes herein provided for shall be admitted in any court as prima facie evidence of the facts stated therein as regards any copyright registration."

The *Catalog* is subdivided to represent the classes of material listed in section 5 of said Title 17. The table at the end of this preface shows the organization of the *Catalog*, the symbols used with the registration numbers to distinguish the classes, and the prices of the semiannual issues. The annual subscription for each part is twice the price of a single issue and the complete catalog, including all parts, may be secured on a subscription basis for \$20 a year.

The record of each copyright registration listed in the *Catalog* includes a description of the work copyrighted and data relating to the copyright claim (the name of the copyright claimant, as given in the application for registration, the copyright date, the copyright registration number, etc.). Available information in the records of the Copyright Office, including information relating to subsequent changes of ownership, can be obtained upon request and upon payment to the Register of Copyrights of the fee specified in section 215 of said Title 17 (\$3 for each hour of time consumed) for the conduct of a search of the records.

In the case of each registration listed, except for renewals, the deposit of a copy (or copies) of the work has been made in accordance with the provisions contained in sections 12, 13, or 215 of said Title 17, or, in the case of published three-dimensional works of art, there has been compliance with section 13 of said Title 17, which provides for the deposit of identifying reproductions in lieu of the work itself. Foreign works, two copies of which

were deposited with a catalog card and application for registration under the waiver-of-fee provision in section 215 of Title 17 of the *United States Code*, are indicated by a zero immediately following the alphabetical symbol in the registration number.

For a more complete description of the contents of this issue of the *Catalog* see p. vii.

Orders, payable in advance, for all parts of the *Catalog of Copyright Entries* should be sent directly to the Register of Copyrights, Library of Congress, Washington 25, D. C. Orders may be placed for individual issues, as subscriptions for one or more parts, or for the complete *Catalog*, and for periods of one or more years. All orders should state clearly the title and the inclusive dates of the part wanted. Checks or money orders should be made payable to the Register of Copyrights.

The Copyright Office welcomes inquiries, suggestions and comments on the content and organization of the *Catalog*. Such communications should be addressed to the Chief of the Cataloging Division, Copyright Office, Library of Congress, Washington 25, D. C.

Table of Organization

Each part listed in the table records all current registrations in the class or classes indicated by the alphabetical symbols given. In each case the first letter of the symbol is that of the class under which registration is made; the second, if any, is a designation added by the Copyright Office for the purposes of statistical analysis. A zero immediately following the symbol (e. g., AF0, EF0) distinguishes a foreign work deposited under the waiver-of-fee provision. The symbol R does not represent a class designated by the copyright law, but has been adopted by the Copyright Office to distinguish renewal copyright registrations. These are recorded in a separate section of those parts of the *Catalog* which cover the classes in which the works were originally

registered. Some parts also contain registrations made under other symbols if the subject matter or type of material is similar to that generally included in the part.

	Price per semiannual issue
PART 1 BOOKS AND PAMPHLETS, INCLUDING SERIALS AND CONTRIBUTIONS TO PERIODICALS	\$2. 50
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AI Books in the English language first published abroad	
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GP Published works of art and designs for works of art	
GU Unpublished works of art and designs for works of art	
H Reproduction of works of art published in the United States	
HF Reproductions of works of art published abroad	
IP Published drawings or plastic works of a scientific or technical character	
IU Unpublished drawings or plastic works of a scientific or technical character	
JP Published photographs	
JU Unpublished photographs	
K Prints and pictorial illustrations published in the United States	
KF Prints and pictorial illustrations published abroad	
R Renewal registrations	
PART 11B COMMERCIAL PRINTS AND LABELS	1. 00
KK Commercial prints and labels	
R Renewal registrations	
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LP Published motion picture photoplays	
LU Unpublished motion picture photoplays	
MP Published motion pictures other than photoplays	
MU Unpublished motion pictures other than photoplays	
R Renewal registrations	

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INTRODUCTION

PART 11B lists prints and labels, published in connection with the sale or advertisement of articles of merchandise or of services, which were registered in class K under the symbol KK.

Arrangement is alphabetical under the name of the copyright claimant. Each work is described in a main entry which includes information pertinent to the copyright claim. References lead from the names of joint claimants and authors and from variant forms of names. Works for which the subsisting copyright has been renewed are listed separately in the Renewal Registrations section. The copyright symbol © following the name under which the entry is listed signifies that the form of name used is that appearing on the application as claimant. The name is not repeated following the copyright symbol © in the entry proper unless it is necessary to record additional information from the application not included in the heading; e. g.:

NON-CORROSIVE BATTERY WASHER CO.

Banish the mess that steals battery power. © M. V. Robinson d. b. a. Non-Corrosive Battery Washer Co.; 14Feb58; KK132106.

PARKER BROS., INC. ©

Mother Goose Lotto; fun for boys and girls, ages 4 to 8. © 17Jan58, KK13172.

Each main entry for currently registered works includes, in addition to the claimant's name under which it is filed, the following items of information if available and applicable:

- 1) Title, amplified if necessary by a brief description of the pictorial content of the work and followed by any variant title.
- 2) Names of contributors to the work.
- 3) Series statement.
- 4) Special descriptive data, limited to registrations which appeared in a newspaper or periodical, giving the name and issue date of the publication, and the number of the page on which the item will be found.

- 5) Names of authors given in the application which do not appear elsewhere in the entry.
- 6) Name of the employer in the case of a work made for hire, if so named in the application, together with the names of the employees when given.
- 7) Copyright symbol ©.
- 8) Name of the copyright claimant when it is necessary to record information given in the application which is not included in the heading.
- 9) Date of publication as given in the application.
- 10) Registration number.

Whenever it is necessary to indicate a variation between the information given in the application and in the copy of the work with respect to the claimant's name or the date of publication, the data from the application are given first, followed by the phrase "in notice" and the data given in the work; e. g.: © Richard Roe & Co.; 8Jan58 (in notice: 1957); KK113000.

For renewal registrations, the main entry includes, in addition to the claimant's name under which it is filed, the following items of information if available and applicable:

- 1) Title.
- 2) Copyright symbol.
- 3) Date of original copyright.
- 4) Original registration number.
- 5) Name of the renewal claimant followed by a statement in parentheses, usually in abbreviated form, giving the basis of the renewal claim as supplied by the claimant, e. g., "John Doe & Co. (P)" indicates that renewal of copyright is claimed by John Doe & Co. as proprietor.
- 6) Date of receipt of the renewal application or the fee, whichever is later.
- 7) Renewal registration number.

ABBREVIATIONS AND SYMBOLS

The following list includes abbreviations and symbols used in this catalog with specific copyright or bibliographic meanings. Definitions are not given for abbreviations in common use.

a. k. a.	—also known as
appl.	—application
©	—copyright symbol
d. b. a.	—doing business as

NM	—new matter
p.	—page, pages
(P)	—proprietor of a commercial print or label
pseud.	—pseudonym
pub.	—published, publishing
rev.	—revised
t. a.	—trading as
v., vol., vols.	—volume, volumes

COPYRIGHT REGISTRATIONS FOR COMMERCIAL PRINTS AND LABELS

January–June 1958

Commercial prints and labels	4,411
Renewals	36

These figures represent the number of registrations for commercial prints and labels for January–June

1958, but do not necessarily represent the exact number of entries in this issue of the *Catalog of Copyright Entries*. Registration figures for other classes of material may be found in the respective parts.

COMMERCIAL PRINTS AND LABELS

CURRENT REGISTRATIONS

A list of prints and labels published in connection with the sale or advertisement of articles of merchandise or of services, registered during the period covered by this issue. Arrangement is alphabetical under the name of the copyright claimant. References from the names of joint claimants and authors and from variant forms of names are interfiled.

A

AA WIRE PRODUCTS CO. ©

Armour Research Foundation tests show: AA wire masonry reinforcing eliminates need for header courses. Econo Cavity-Lok [and 3 other types of] reinforcement. (In Building supply news, Feb. 1958, p.449-450) NM: revision & additions. © 5Feb58; KK133236.

Blok-Lok, and a complete line of test-proven masonry wall reinforcements. (In Mason contractor news, Nov. 1957, p.7) NM: text. © 25Nov57; KK131279.

Blok-Lok and the new Econo-Lok. Cavity-Lok Senior and [other products] (In Thomson form hardware, Inc.) © 25Feb57 (in notice: 1956); KK134730.

Corner-Lok and Partition-Lok. Data sheet no.3. (In Modern concrete, Dec. 1957, p.5) NM: textual material. © 12Dec57; KK131257.

New ideas in design and building depend on AA wire masonry reinforcement. Econo Cavity-Lok [and 3 other types] (In Building supply news, Jan. 1958, p.170) © 3Jan58 (in notice: 1957); KK135306.

New ideas in design and building depend on AA wire masonry reinforcement. (In Building construction illustrated, Jan. 1958, p.51) NM: additions. © 17Jan58; KK131990.

ABBOTT CO. ©

Crib-yard convertible; new, crib-play yard-car bed. The Happy Timer, model 820. (In Juvenile merchandising, Apr. 1958, p.14) Appl. author: Cory Snow, Inc. © 1Apr58; KK133227.

ABBOTT LABORATORIES. ©

El anticolinergico Tral. Appl. author: Thomas S. Bird. © 5May58; KK135250.

Asturias; Espana. Contribuya a la recuperacion del paciente anemico, prescribiendo Iberol Fuerte Filmtab. Sl-6-58. Appl. author: Thomas S. Bird. © 6Jan58; KK131484.

Avila; Espana. Ayude al paciente anemico con la formula optima; Iberol Fuerte Filmtab. Sl-27-58. Appl. author: Thomas S. Bird. © 27Jan58; KK132788.

Caceres; Espana. Tratamiento de las anemias secundarias con Iberol Fuerte Filmtab. Sl-20-58. Appl. author: Thomas S. Bird. © 20Jan58; KK132787.

Caspa? Prescriba Selsun. 4-7-58. [Chinese man] Appl. author: Thomas S. Bird. © 7Apr58; KK134778.

Caspa? Prescriba Selsun. 4-10-58. [African] Appl. author: Thomas S. Bird. © 12Apr58; KK134779.

Caspa? Prescriba Selsun. 4-14-58. [Girl with pony tail] Appl. author: Thomas S. Bird. © 16Apr58; KK134780.

Caspa? Prescriba Selsun. 4-21-58. [Man with heavy beard & moustache] Appl. author: Thomas S. Bird. © 3Apr58; KK134781.

Caspa? Prescriba Selsun. 4-28-58. [Indian] Appl. author: Thomas S. Bird. © 30Apr58; KK134782.

Caspa? Prescriba Selsun; le recomendamos el Selsun para los pacientes con caspa comun y dermatitis seborreica. No.12-2-57. Appl. author: Thomas S. Bird. © 4Dec57; KK130274.

Contra la tos nocturna que impide dormir; Jarabe Calcidrine. E687/R1-30-0158. Appl. author: Thomas S. Bird. © 11Jan58; KK134597.

Dayamin Filmtab. 707/R1-10-0558. Appl. author: Thomas S. Bird. © 8May58; KK134812.

Detenga y corrija la diarrea con Kaltin. 3/24/58. [Opuntia cactus] Appl. author: Thomas S. Bird. © 3Mar58; KK132688.

Detenga y corrija la diarrea con Kaltin. 3/10/58. [Saguaro cactus] Appl. author: Thomas S. Bird. © 3Mar58; KK132686.

Detenga y corrija la diarrea con Kaltin. 3-17-58. [Blooming cactus] Appl. author: Thomas S. Bird. © 3Mar58; KK132687.

El diablo lasso; Filmtab Dayalets, Abbott's multiple vitamin tablets. Dayalets-M, Abbott's vitamin-mineral tablets. Print no. 801515. Appl. author: C. S. Downs. © 29Jan58; KK131809.

Docteur, pour vos malades convalescents; Cofron. (French Cofron) F-E673/R1-10-157. Appl. author: Thomas S. Bird. © 5Dec57; KK130933.

Doctor, you are the only one who can give her the help she needs. Selsun, the most effective treatment known for dandruff. Print no.803-501. Appl. author: C. S. Downs. © 10Apr58; KK133570.

Dokter, voor uw herstellende patiënten; Cofron. (Flemish Cofron) FL-E674/R1-5-1157. Appl. author: Thomas S. Bird. © 5Dec57; KK130934.

Echelle de determination du taux d'hemoglobine; Cofron. (French Cofron blood scales) F-E676/R1-8-1157. Appl. author: Thomas S. Bird. © 9Dec57; KK130935.

Elixir Cofron 12. Un hematogeno eficaz; bien equilibrado y de gusto agradable, contra las anemias, ferroprivas y nutritivas. E694/R1-50-0258. Appl. author: Thomas S. Bird. © 23Feb58; KK132583.

Filmtab Optilets, therapeutic formula multivitamins. Filmtab Optilet-M, therapeutic formula multivitamins with minerals. Print no.804505. Appl. author: C. S. Downs. © 3Apr58; KK133372.

Filmtab Optilets, therapeutic formula multivitamins, and for the extra balance of 9 important minerals, Optilets-M. Print no.806507. Appl. author: C. S. Downs. © 28May58; KK135115.

Filmtab Optilets, therapeutic formula multivitamins; and now there's Optilets-M, therapeutic multivitamins with minerals. Print no.801505. Appl. author: C. S. Downs. © 14Jan58; KK131347.

For those cold-weather infections; Compocillin-V gives patients the higher blood levels of penicillin V in ... easy-to-swallow Filmtabs. Print no.712515. Appl. author: C. S. Downs. © 16Jan58 (in notice: 1957); KK131749.

For your hypertensives who must stay on the job; Harmony1. Print no.711516. Appl. author: C. S. Downs. © 29Jan58 (in notice: 1957); KK131808.

Formula equilibrada en frasco atractivo; Dayamineral. 6-16-58. Appl. author: Thomas S. Bird. © 18Jun58; KK135329.

Formula excelente en envase elegante; Dayamineral. 6-9-58. Appl. author: Thomas S. Bird. © 11Jun58; KK135328.

A good B-complex, Sur-Bex with C. So who can pay a mortgage with vegetables? Print no.801509. Appl. author: C. S. Downs. © 6Feb58; KK132194.

Harmony1, nuevo y unico tranquilizante-hipotensor. El cisne de Saint-Saens. 11-1-57. Appl. author: Thomas S. Bird. © 17Nov57; KK134595.

Harmony1, nuevo y unico tranquilizante-hipotensor. El largo de Handel. 11-8-57. Appl. author: Thomas S. Bird. © 17Nov57; KK134594.

ABBOTT LABORATORIES. Cont'd.

Harmonyl; nuevo y unico tranquilizante-hipotensor. Grazioso e lento. 5-22-58. Appl. author: Thomas S. Bird. © 5Apr58; KK134783.

Harmonyl; nuevo y unico tranquilizante-hipotensor. Silueta. 4-17-58. Appl. author: Thomas S. Bird. © 5Apr58; KK134784.

Harmonyl, nuevo y unico tranquilizante-hipotensor. Sinfonia pastoral de Beethoven. 11-15-57. Appl. author: Thomas S. Bird. © 17Nov57; KK134596.

Iberol Fuerte Filmtab. E709/R1-10-C558. Appl. author: Thomas S. Bird. © 6May58; KK134810.

In a normal breath, Norisodrine disarms bronchospasm. The Aero-halor. Appl. author: C. S. Downs. © 27May58; KK134994.

In a smooth-tasting, banana-flavored form; the higher blood levels of penicillin V, Compocillin-V. Appl. author: C. S. Downs. © 19May58; KK134589.

Kal'tin for diarrhea and electrolyte imbalance; oral suspension. E-E662/R2-20-1157. Appl. author: Thomas S. Bird. © 4Nov57; KK130937.

A little Calcidrine goes a long way to relieve a bad cough; Calcidrine syrup. Dear doctor. Print no.801506. Appl. author: C. S. Downs. © 21Feb58; KK132285.

Nembutal. E708/R1-10-0558. Appl. author: Thomas S. Bird. © 6May58; KK134811.

Nembutal; there is a form of short-acting Nembutal ... in barbiturate therapy. Print no.711512. Appl. author: C. S. Downs. © 14Feb58 (in notice: 1957); KK132193.

Nieuw ... voor de behandeling van secundaire en voedingsanaemien; Cofron. No.FL-E675/R1-5-1157. Appl. author: Thomas S. Bird. © 3Dec57; KK130931.

Not just Geriatric; Geriactive with new Filmtab Gerilets. A full range of therapeutic and dietary support for older patients. Print no.802520. Appl. author: C. S. Downs. © 3Apr58; KK133737.

Nouveau ... pour le traitement d'anemies secondaires et nutritionnelles; Cofron. No.F-E99/R3-10-1157. Appl. author: Thomas S. Bird. © 3Dec57; KK130932.

Nueva presentacion del Dayaminal. 6-2-58. Appl. author: Thomas S. Bird. © 4Jun58; KK135327.

El paciente que toma Tral; accion selectiva anticolinergica. Appl. author: Thomas S. Bird. © 19May58; KK135249.

El paciente que toma Tral; accion selectiva anticolinergica. Appl. author: Thomas S. Bird. © 26May58; KK135248.

Parenteral solutions in Abbo-Liter containers. Disposable intravenous equipment; disposable blood collecting & transfusing equipment. Appl. author: C. S. Downs. © 14May58; KK134590.

Perils of a peeler, a slice-of-life drama. Filmtab Dayalets; multiple vitamin tablets. Appl. author: C. S. Downs. © 5Jun58; KK135282.

Pour le traitement d'anemies nutritionnelles; Cofron. (French Cofron) F-E679/R1-10-1157. Appl. author: Thomas S. Bird. © 27Nov57; KK131934.

Schaal ter bepaling van het hemoglobine-gehalte; Cofron. (Flemish Cofron blood scales) FL-E677/R1-4-1157. Appl. author: Thomas S. Bird. © 9Dec57; KK130936.

She's heard the call for Vi-Daylin; and now Vi-Daylin drops contain ... vitamins for infants. Print no.711513. Appl. author: C. S. Downs. © 27Jan58 (in notice: 1957); KK131634.

Tale of a tippler; Filmtab Dayalets, Abbott's multiple vitamin tablets. Print no.804506. Appl. author: C. S. Downs. © 21Apr58; KK133790.

They want Rome up by quitting time; for your hypertensives ... Harmonyl. Print no.71250. Appl. author: C. S. Downs. © 6Feb58 (in notice: 1957); KK132195.

They've heard the call for Vi-Daylin; and for infants, new Vi-Daylin drops includes the same eight essential vitamins. Print no.801502. Appl. author: C. S. Downs. © 10Apr58; KK133571.

Thirty miles to the water cooler; for your hypertensives who must stay on the job, Harmonyl. Print no.802505. Appl. author: C. S. Downs. © 21Feb58; KK132341.

Vida mas activa y duradera? Elixir Geramina. E563/R6-30-0258. Appl. author: Thomas S. Bird. © 1Mar58; KK134598.

Vitamins and minerals, a key to golden health. Vita-Kaps [and 4 other] nutritional products. Print no.97-0198/R1-2-0358. Appl. author: C. S. Downs. © 3Apr58; KK133194.

What's he got against athletics already? Sur-Bex with C, Abbott's B-complex tablets. Appl. author: C. S. Downs. © 17Mar58; KK132923.

When you want high penicillin V blood levels; Filmtab Compocillin-V. Print no.801521. Appl. author: C. S. Downs. © 25Apr58; KK133791.

Zamora; Espana. Contra las anemias hipocromicas, acuerdese del Iberol Fuerte Filmtab. S1-13-58. Appl. author: Thomas S. Bird. © 13Jan58; KK131485.

ACCURATE STEEL RULE DIE MANUFACTURERS. ©

Six reasons why Accurate's six types of dies ... produce better products. Appl. author: Erhardt K. Scott. © 1Mar58; KK133262.

They may look the same, but they are new. Appl. author: Erhardt K. Scott. © 30Jan58 (in notice: 1957); KK132913.

ACME APPLIANCE MANUFACTURING CO. ©

Cash-in on the Acme national advertising campaign to builders and architects; homes sell easier equipped with Acme folding door, sliding door and cabinet hardware. © Acme Appliance Manufacturing Co., Acme Builders Hardware Division; 18Apr58; KK133697.

Dualine sliding door hardware for by-passing doors 3/4" or 1 3/8" in thickness. © Acme Appliance Manufacturing Co., Acme Builders Hardware Division; 29Apr 58; KK133852.

Fold-Aside door hardware for use with folding doors 1" to 1 3/8" in thickness. © Acme Appliance Manufacturing Co., Acme Builders Hardware Division; 29Apr58; KK133851.

How to install accordion doors using Acme no.2600 concealed accordion door hardware. Form no.88-471. © Acme Appliance Manufacturing Co., Acme Builders Hardware Division; 17Feb58 (in notice: 1957); KK133258.

How to install accordion doors using Acme no.2700 concealed heavy-duty accordion door hardware. © Acme Appliance Manufacturing Co., Acme Builders Hardware Division; 17Mar58; KK134286.

How to install Acme metal food drawers. © Acme Appliance Manufacturing Co., Acme Builders Hardware Division; 17Mar58; KK134285.

How to install rotary shelves using Acme rotary shelf hardware. Form no.88-450. © Acme Appliance Manufacturing Co., Acme Builders Hardware Division; 17Feb58 (in notice: 1957); KK133259.

Manufacturers of folding door hardware, sliding door hardware, cabinet hardware. Catalog no.58. © Acme Appliance Manufacturing Co., Acme Builders Hardware Division; 17Feb58; KK133260.

New concealed Acme Fold-Aside door hardware has buy appeal. (In Building supply news, Nov. 1957, p.128) Appl. author: Steller, Millar & Lester, Inc. © 1Nov57; KK133285.

New concealed Acme Fold-Aside door hardware; for stylish low-cost luxury. (In Building supply news, Sept. 1957, p.48) Appl. author: Steller, Millar & Lester, Inc. © 1Sep57; KK133283.

No.411 Lift-A-Shelf hardware. (In Building supply news, Mar. 1957, p.275) Appl. author: Steller, Millar & Lester, Inc. © 1Mar57 (in notice: 1956); KK133284.

A personal invitation for you to visit booth 727, N. R. L. D. A. Exposition. Concealed Fold-Aside door hardware. (In Building supply news, Oct. 1957, p.243) Appl. author: Steller, Millar & Lester, Inc. © 1Oct57; KK133281.

The smart new trend to folding doors. Acme offers big profit opportunities with Fold-Aside door hardware. (In Building supply news, Jan. 1957, p.74) Appl. author: Steller, Millar & Lester, Inc. © 1Jan57; KK133282.

ACME BUILDERS HARDWARE DIVISION, ACME APPLIANCE MANUFACTURING CO. SEE Acme Appliance Manufacturing Co.

ACME PET PRODUCTS CORP. ©

Genuine Acme brand parakeet toys. Appl. author: George Tagle. © 22Jul57; KK134275.

AD-WRITERS, INC. ©

Now, your landscaping free to the first 20 homesite buyers. H and J Development Corp. (In The Lorain Journal, Lorain, Ohio, May 17, 1958, p.24) Appl. author: Milton J. Ardman. © 17May58; KK134642.

ADAMS (S. S.) CO. ©

Franks; magic; puzzles. A-1020, auto burglar alarm [and other items] © 1Mar58; KK133402.

Franks; magic; puzzles. A-2460, shooting fountain pen [and other items] © 1Mar58; KK135028.

Franks; magic; puzzles. A-5030, ball in vase [and other items] © 1Mar58; KK135029.

ADAMS ACTION MODELS, INC. ©

Honest John and launching platform. Honest John atomic rocket. K150:198. © 19Nov57; KK132495.

Self-propelled gun K-151; M-40, 155 mm. K-151:169. © 20Jan58 (in notice: 1957); KK132496.

- ADCRAFTERS OF AMERICA. ©
A report to savers, by H. V. Kaltenborn. Appl. author: Harold Emil Niemann. © 26Mar58; KK134079.
- ADDRESSOGRAPH-MULTIGRAPH CORP. ©
Cutting costs is our business; production machines for business records. (In U. S. news & world report, Mar 16, 1958, p.84)
Appl. author: Charles Farran. © 16May58; KK134706.
- ADELL CHEMICAL CO. ©
Lestoil, the all-purpose detergent for all household cleaning and laundering. Contents: one quart. © 10Mar58; KK133948.
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- ADMARK.
4 smart new belt and bracelet sets by the innovators of exotic scarab belts. Elegance [and 3 other] sets. © Albert Adler d.b.a. Admark; 31Mar58; KK133472.
Now, a best seller; scarab watch attachments. Fashion original ... features genuine Queen of the Nile scarabs. © Albert Adler d.b.a. Admark; 31Mar58; KK133471.
Plan a profitable scarab promotion now. The exotic gift ... jewelry. NM: additions. © Albert Adler d.b.a. Admark; 25Nov57; KK131171.
A smash hit: scarab watch attachments; featuring genuine Queen of the Nile. NM: copy & layout. © Albert Adler d.b.a. Admark; 25Nov57; KK131172.
- ADOLPH'S, LTD. ©
Did you know ... nowhere can you find protein in a more mouth-watering, satisfying form than in our steak a la Adolph's. Appl. author: Joseph Bergman. © 13Jan58 (in notice: 1957); KK131298.
The secret of tender meat; meat tenderizer. (In Seventeen, Mar. 1957, p.135) NM: revision. © 1Mar57; KK131408.
Steak, and the significance of its protein ... in our steak a la Adolph's. © 2Jan58 (in notice: 1957); KK131079.
- AERO-DENT CO. SEE Turtle Wax-Plastone Co.
- AEROQUIP CORP.
Pressure control valve. © Marman Division, Aeroquip Corp.; 15Dec57; KK131030.
- AFFILIATED DISTILLERS BRANDS CORP. d.b.a. MELROSE DISTILLERS CO. SEE Melrose Distillers Co.
- AFFILIATED DISTILLERS BRANDS CORP. d.b.a. SCHENLEY DISTILLERS CO. SEE Schenley Distillers Co.
- AIR ACCESSORIES, INC.
The transparent chair mat, Floor Show. (In Office appliance magazine) Appl. author: W. I. Spitler. © Delta Products Division of Air Accessories, Inc.; 12Dec57; KK131576.
- AIR DEVICES, INC. ©
Agitair supply diffusers with matching returns. Appl. author: Cortland N. O'Day. © 3Mar58; KK132656.
- AIRBORNE ACCESSORIES CORP. ©
ANGLe gear; standardized right angle Coniflex bevel gear units. 58. © 13Sep57 (in notice: 1956); KK131189.
- Modular actuators. 57A. © 3Sep57; KK131188.
- AJAX PLASTIC PRODUCTS, INC. ©
Unit-pack display no.100; consisting of 11 qt. pails, 11 qt. waste-baskets, 11 qt. rectangular dish-pans, 4 1/2 qt. utility basins. Appl. author: Elton Olson. © 10Dec57; KK132439.
- AJUST-A-RAIL CO. ©
Added sales and profits with the complete Easyfit railing-column merchandising program. Appl. author: Edward J. Kusel. © 9May58; KK134993.
The finest ornamental iron at a low price; Easyfit. Appl. author: Edward J. Kusel. © Adjust-A-Rail (in notice: Adjust-A-Rail Co.); 28Apr58; KK134155.
Here's how to install your new Easyfit railing and columns. Appl. author: Edward J. Kusel. © 29Apr58; KK134156.
- ALAADEN CANDY CO.
Country Charm Pecan Gem, world's most delicious candy. One quarter pound, one half ounce net weight. © Alaaden Candy Co., Theophilus J. Nachowitz, sole proprietor; 7Jan58; KK131108.
An employer's creed. © Theodore J. Nachowitz d.b.a. Alaaden Candy Co.; 13May58; KK135257.
Pace changers? © Theodore J. Nachowitz d.b.a. Alaaden Candy Co.; 13May58; KK135259.
Thoughts to ponder? Idealism, progress, democracy. © Theodore J. Nachowitz d.b.a. Alaaden Candy Co.; 13May58; KK135258.
Thoughts to steer by? © Theodore J. Nachowitz d.b.a. Alaaden Candy Co.; 13May58; KK135256.
- ALBERS MILLING CO. ©
Puppies dig in when dinner is Friskies. (In Life, Apr. 15, 1957, p.145) © 15Apr57; KK131618.
- ALBIN, CHALRES H. & JULE R. VON STERNBERG forming the copartnership SHOW-HOUSE. SEE Show-House.
- ALD, INC. ©
Balance; balance in your equipment is vital. Aldcoir meters, Ald-iron [and 11 other products] (In Starchroom laundry journal, Feb. 15, 1958, p.85) © 15Feb58; KK132735.
Beauty; ALD equipment has been handsomely styled ... to give you dryers, washers, extractors. Aldheet water systems [and 12 other products] (In Starchroom laundry journal, Jan. 15, 1958, p.57) © 15Jan58; KK131517.
Economy; it may be that your facilities are busting their seams. Aldsoft water softeners [and 12 other items] (In American laundry digest, Mar. 15, 1958, p.90) © 15Mar58; KK132796.
Progress report on the half-hour laundry business. Westinghouse Laundromat [and 5 other machines] (In Ald automatic laundry digest, Feb. 1958, insert between p.2-3) © 21Feb58; KK132393.
Trailer park owners, attention. The completely unattended, coin-operated Westinghouse Laundromat equipped laundry store. (In Trailer park management, Mar. 1958, p.21) © 1Mar58; KK132528.
- ALL DOORS, INC. ©
Aldor garage door; commercial and residential fiberglass-plastic garage doors. © 16Jan58; KK132307.
The touch of elegance; Crystal-Vue's new Golden Touch sliding glass doors. © 16Jan58; KK132306.
- ALLEGHANY PHARMACAL CORP. ©
Harlem Drug Co. announces the most powerful, yet safe reducing drug; Hungrex with P. P. A. (In The Miami times, Mar. 8, 1958, p.7) © 8Mar58 (in notice: 1957); KK133171.
- ALLEN-A CO. ©
Atlastic action-tested athletic shirts. Wide shoulder, full cut. Allenized. © 10Feb58; KK134969.
Atlastic action-tested brief. Live rubber at vital points. Allenized. © 18Dec57; KK134967.
Atlastic action-tested T-shirts. Live rubber in neckband and shoulders. Allenized. © 18Dec57; KK134968.
Bi-Fly winterweight underwear. Allenized. © 18Dec57; KK134965.
Dittos, they second your motion; athletic shirts. Genuine Swiss, rib full cut. Allenized. © 18Dec57; KK134964.
Dittos, they second your motion; athletic shirts. Wide shoulders, full cut. Allenized. © 18Dec57; KK134962.
Dittos, they second your motion; briefs. Nylon reinforced crotch. Allenized. © 18Dec57; KK134963.
Dittos, they second your motion; T-shirts. Contour shoulder. Allenized. © 18Dec57; KK134961.
Dittos, they second your motion; winterweight underwear. Allenized. © 18Dec57; KK134959.
For outdoor comfort red caps depend on the original Allen-A Insulaire, the world's largest selling thermal type underwear. (In Field & stream, Sept. 1957, p.82) Appl. states prev. reg. KK112468; 125389; 130114. NM: revision & additions. © 29Aug57; KK132573.
Hottest news in men's underwear since Insulaire; introducing Allen-A Walkers, they don't ride. (In Daily news record, Apr. 4, 1958, p.13) © 4Apr58; KK134972.
Insulaire thermal underwear. Allenized. © 18Dec57; KK134966.
V neck T-shirts. Allenized. © 18Dec57; KK134960.
Walkers; they don't ride. Briefer than boxers, freer than briefs. Allenized. © 20Feb58; KK134970.
Walkers; they don't ride. Briefer than boxers, freer than briefs. (In Sports illustrated, Apr. 14, 1958, p.22) © 9Apr58; KK134971.
- ALLEN-CRAWFORD, LTD. ©
Vacation treats; Allen assorted toffee. Net wt. 14 ozs. Toronto. © 13Jun57; KK132167.
- ALLIGATOR CO. ©
An Alligator is more than a coat, it's a companion; all-weather coats. (In Esquire, Apr. 1957, p.12-13) Appl. author: Ruthrauff & Ryan, Inc. © 8Mar57; KK132170.
Anywhere, any weather; Alligator, the coat you'll live in; all-weather coats. (In Esquire, May 1957, p.32-33) Appl. author: Ruthrauff & Ryan, Inc. © 8Apr57; KK132169.

ALLIGATOR CO. Cont'd.

More than a coat, a companion, the coat you'll live in; all-weather coats. (In Esquire, Nov. 1957, p.28-29) Appl. author: Ruthrauff & Ryan, Inc. © 80Oct57; KK132168.

ALPRODGO LIFETIME GATE CO. ©

Life-time gates. Form 8964-12-57. Appl. author: H. C. Tharpe. © 13Jan58 (in notice: 1957); KK132392.

ALSYNITE CO. OF AMERICA. ©

Be right with Alsynite; Alsynite translucent fiberglass panels make the finest patio roof. (In House beautiful, Mar. 1957, p.168) © 21Feb57; KK131721.

ALTER (HARRY) CO., INC. ©

5 year warranty on Tecumseh compressors. Appl. author: Irving Alter. © 20Jan58; KK132492.

ALTHEIMER & BAER, INC. ©

Dormeyer electric mixer plus 12 pc. aluminum cookware. Appl. author: Milton L. Altheimer. © 9Feb58; KK132591.

Dormeyer mixer, grinder, juicer, with new slicer & shredder. Marcus' Furniture Co. Appl. author: Milton L. Altheimer. © 10Nov57; KK133243.

Electric trimmer-hedger plus lawn spreader free. Schewels. Appl. author: Milton L. Altheimer. © 7Apr58; KK134761.

96 piece socket wrench tool set & cabinet. Harry Ritchie. Appl. author: Milton L. Altheimer. © 3Apr58; KK134762.

Shetland twin-brush, electric polisher-scrubber-rug cleaner. Shaws. Appl. author: Milton L. Altheimer. © 7May58; KK134897.

3 pc. featherweight, tapered, new 2 tone luggage set; 8 pc. matched dresser set free. (In The Bradenton herald, Mar. 3, 1958, p.7-A) Appl. author: Milton L. Altheimer. © 3Mar58; KK132683.

22 inch 4 cycle ... Clinton recoil starter engine. Miller Jewelers. Appl. author: Milton L. Altheimer. © 10Apr58; KK134495.

Unbreakable dinnerware, stainless tableware plus 8 matching tumblers free. (Plastic dinnerware and stainless ware) Appl. author: Milton L. Altheimer. © 12Feb58; KK132608.

Waltco nationally famous spin-fishing outfit. Wood's Jewelry. Appl. author: Milton L. Altheimer. © 10Apr58; KK134763.

ALTMAN (B.) & CO. ©

Isn't it wonderful what one dress has; our Basic dress of spring '58. (In The New York times, Jan. 12, 1958, p.9) © 12Jan58; KK131687.

ALTNOW, GEORGE GUSTAV.

Pacific Wire-Grams. SEE Pacific Wire Works Co.

AMERICAN ABRASIVE METALS CO. ©

Altred, aluminum safety treads. Catalog no.AL-58. Appl. author: Richard D. Reynolds. © 15May58; KK134861.

AMERICAN AUTOMATIC ICE MACHINE CO. ©

Crystal Tips or chips. Model B-500-BW. Form no.216. © 18Nov57; KK131470. It's an ice cubemaker, it's an ice chipmaker; Crystal Tips. Model B-300-B. Form no.207. © 18Nov57; KK131471.

Owning a Crystal Tips ice maker.

Mr. user: your all-new Crystal Tips model B-500-B. Form no.215. © 27Sep57; KK131472.

AMERICAN BAKERIES CO. ©

Baked while you sleep; Cook Book enriched bread. Cat. Appl. author: Young & Rubicam, Inc. © 1Jan58; KK131929.

Baked while you sleep; Cook Book enriched bread. Sleeping man. Appl. author: Young & Rubicam, Inc. © 1Mar58; KK133153.

Baked while you sleep; oven-fresh Taystee. Cat. Appl. author: Young & Rubicam, Inc. © 1Jan58; KK131928.

Baked while you sleep; oven-fresh Taystee. Sleeping man. Appl. author: Young & Rubicam, Inc. © 1Mar58; KK133152.

Cook Book enriched bread; baked while you sleep. Man yawning. Appl. author: Young & Rubicam, Inc. © 1Feb58; KK132244.

Oven-fresh Taystee; baked while you sleep. Man yawning. Appl. author: Young & Rubicam, Inc. © 1Feb58; KK132245.

AMERICAN BAKERS COOPERATIVE, INC. ©

I'm here; I'm Timmy Twist of Town Talk. Bread. (In The Evening gazette, Worcester, Apr. 14, 1958, p.16) © 14Apr58; KK135252.

It's the talk of the town; Town Talk bread. (In The Evening gazette, Worcester, June 4, 1958) © 4Jun58; KK135251.

There's a new twist in Town Talk; bread. (In The Evening gazette, Worcester, Apr. 9, 1958) © 9Apr58; KK135253.

AMERICAN BEAUTY MACARONI CO. ©

Krinkly, vitamin enriched egg noodles. Net wt. 8 oz. Appl. author: Anthony M. Vagnino. © 10Mar58; KK132509.

AMERICAN BLOWER DIVISION, AMERICAN RADIATOR & STANDARD SANITARY CORP.

SEE American Radiator & Standard Sanitary Corp.

AMERICAN BRASS CO.

Flexpipe, the flexible connector for pumps and compressors. Bulletin No.FP-4. Appl. author: John J. Doyle. © American Brass Co., American Metal Hose Division; 23Apr58; KK133976.

AMERICAN BREWERY. ©

The thirsty look. What is it? (In The Sun sports, Baltimore, May 29, 1958, p.19) Appl. author: Van Sant, Dugdale & Co., Inc. © 29May58; KK134769.

AMERICAN BREWERY, INC. ©

The thirsty look. You're a brick, dad. (In The Baltimore morning sun, June 6, 1958, p.27) Appl. author: Van Sant, Dugdale & Co., Inc. © 6Jun58; KK134955.

What is a tavern? (In The Sun, Baltimore, May 2, 1958, p.20) Appl. author: Van Sant, Dugdale & Co., Inc. © 2May58; KK134113.

AMERICAN CAN CO.

Dairyalea ice cream; chocolate. One half gallon liquid.

© Marathon, division of American Can Co.; 11Apr58; KK134282.

Dairyalea ice cream; neapolitan. One half gallon liquid. © Marathon Division of American Can Co.; 11Apr58; KK133850.

Dairyalea ice cream; strawberry revel. One half gallon liquid. © Marathon Division of American Can Co.; 11Apr58; KK133849.

Dixie Vandalite Cup. 7 1/4 fl. oz.

© American Can Co. d.b.a. Dixie Cup Co.; 11Apr58; KK134620.

Do it right and save time. [Mountain climber] 7 1/4 fl. oz.

© American Can Co., Dixie Cup Division; 13Mar58; KK134152.

Healthful, refreshing; ice cream; vanilla. Net contents half gallon liquid. © Marathon Corp., division of American Can Co.; 24Jan58; KK133174.

Hot drink; vending Dixie cup, Dixie-lite; plastic coating. (Dances around the world) 7 fl. oz.

© American Can Co., Dixie Cup Division; 29May58; KK134814.

Hot drink; vending Dixie cup, Dixie-lite; plastic coating. (Hunting scenes) 7 fl. oz. © American Can Co., Dixie Cup Division; 29May58; KK134816.

Hot drink; vending Dixie cup, Dixie-lite; plastic coating. (Individual sports) 7 fl. oz. © American Can Co., Dixie Cup Division; 29May58; KK134817.

Hot drink; vending Dixie cup, Dixie-lite; plastic coating. (Team sports) 7 fl. oz. © American Can Co., Dixie Cup Division; 29May58; KK134813.

Hot drink; vending Dixie cup, Dixie-lite; plastic coating. (Transportation scenes) 7 fl. oz. © American Can Co., Dixie Cup Division; 29May58; KK134815.

Ice cream Bouquet; 6 decorated servings in Dixie Bouquet cups by Hood. © American Can Co., Dixie Cup Co. Division; 17Jan58; KK131872.

Job improvement; better quality lowers waste. [Man measuring waist of stout man] 7 1/4 fl. oz. © American Can Co., Dixie Cup Division; 13Mar58; KK134154.

New dessert idea; ice cream Bouquet, by Dixie Cup. Appl. author: Hicks & Greist, Inc. © Dixie Cup Division of the American Can Co.; 10Feb58; KK133238.

Tame those wasteful habits. [Two men being raised & lowered by pulley] 7 1/4 fl. oz. © American Can Co., Dixie Cup Division; 13Mar58; KK134153.

Win a year's supply of free soft drinks; Dixie Cup's They-Go-Together contest. (In Everywoman's, Apr. 1958, p.51) Appl. author: Hicks & Greist, Inc. © Dixie Cup Co., a division of American Can Co.; 27Mar58; KK133158.

AMERICAN CAN CO. SEE ALSO Dixie Cup Co.

AMERICAN DAIRY ASSN. ©

Busy day? Refresh with milk; milk makes energy. Illus. by Georgi. (In Life, Jan. 6, 1958, p.22) Appl. author: Campbell-Mithun, Inc. © 2Jan58; KK132535.

Campaign plans for January. Milk opens new famous illustrator series in Life. (In American milk review, Dec. 1957, p.45) Appl. author: Campbell-Mithun, Inc. © 2Dec57; KK131017.

Dairy food promotions; a preview of merchandising plans. 1st quarter 1958. (In American milk review, Jan. 1958, p.6-7) Appl. author: Campbell-Mithun, Inc. © 2Jan58; KK132534.

Dairy food promotions; a preview of merchandising plans. 2nd quarter 1958. (In American milk review, Apr. 1958, p.82-83) Appl. author: Campbell-Mithun, Inc. © 1Apr58; KK133862.

Don't wait for Christmas to have fun with eggnog. (In Life, Dec. 2, 1957, p.104) Appl. author: Campbell-Mithun, Inc. © 28Nov57; KK131014.

Easy springtime supper; tuna ring; evaporated milk. (In The American weekly, Mar. 9, 1958, p.35) Appl. author: Campbell-Mithun, Inc. © 8Mar58; KK132933.

Hey, man, look what they're doin' with cheese sandwiches. Cheddar-provolone rabbit [and 3 other recipes] (In The Times-picayune, New Orleans, Mar. 5, 1958, p.52) Appl. author: Campbell-Mithun, Inc. © 5Mar58; KK132930.

J. C. Penney talks about milk. (In U. S. news & world report, Apr. 11, 1958, p.43) Appl. author: Campbell-Mithun, Inc. © 7Apr58; KK133861.

June's best buys are dairy foods all over America. Snackeroo [and 6 other snacks] (In Baltimore news-post, June 3, 1958, p.15) Appl. author: Campbell-Mithun, Inc. © 3Jun58; KK135089.

New butter idea; lemon holiday sauce. (In Better homes & gardens, Dec. 1957, p.84) Appl. author: Campbell-Mithun, Inc. © 21Nov57; KK131016.

New, strawberry-pineapple mold; smoother, richer, creamier made with evaporated milk. (In The American weekly, May 11, 1958, p.10) Appl. author: Campbell-Mithun, Inc. © 10May58; KK134257.

New, work-free, salad idea; you just set out creamy cottage cheese, golden cling peaches and Fritos corn chips. (In The American weekly, Mar. 2, 1958, p.8) Appl. author: Campbell-Mithun, Inc. © 1Mar58 (in notice: 1957); KK132934.

Our holiday toast to you; enjoy the holidays ... make it milk when homeward bound. (In The American press, Dec. 1957, p.21) Appl. author: Campbell-Mithun, Inc. © 5Dec57 (in notice: 1956); KK131018.

Profit-tested casserole idea for Lent, cheese and asparagus. A good money maker ... says chef William J. Gossy. Cheese and asparagus a la Argenteuil en casserole. (In Diner drive-in, Mar. 1958, p.14-15) Appl. author: Campbell-Mithun, Inc. © 1Mar58; KK132931.

Refresh with milk for springtime energy. Yard raker's delight [and 5 other snacks] (In Chicago Sunday tribune, Apr. 13, 1958, comics, p.12) Appl. author: Campbell-Mithun, Inc. © 12Apr58; KK133860.

Refresh with milk, milk makes energy. Illus. by Albert Dorne. (In Life, May 12, 1958, p.91) Appl. author: Campbell-Mithun, Inc. © 8May58; KK134258.

Time for your annual butter cookie baking bee. 3 new ideas ... from the 1957 edition of Ann Pillsbury's butter cook book. (In McCall's, Dec. 1957, p.104-105) Appl. author: Campbell-Mithun, Inc. © 21Nov57; KK131015.

Tuckered out? Refresh with milk; milk makes energy. Illus. by Jon Whitcomb. (In Life, Mar. 10, 1958, p.95) Appl. author: Campbell-Mithun, Inc. © 6Mar58; KK132936.

Vanilla ice cream is for people with ideas. Vanilla takes the cake [and 4 other recipes] (In Look, June 24, 1958, p.44-45) Appl. author: Campbell-Mithun, Inc. © 10Jun58; KK135090.

We cannot tell a lie, there's nothing more scrumptious than ice cream and cherries. (In Look, Feb. 18, 1958, p.57) Appl. author: Campbell-Mithun, Inc. © 4Feb58; KK132536.

Working hard? Refresh with milk; milk makes energy. Illus. by Briggs. (In Life, Feb. 17, 1958, p.116) Appl. author: Campbell-Mithun, Inc. © 13Feb58; KK132932.

You're sure the flavor's right with real butter. Eggs. (In Ladies' home journal, Apr. 1958, p.34) Appl. author: Campbell-Mithun, Inc. © 28Mar58; KK133859.

You're sure the flavor's right with real butter. Lobster. (In Ladies' home journal, Mar. 1958, p.132) Appl. author: Campbell-Mithun, Inc. © 27Feb58; KK132935.

AMERICAN FLANGE & MANUFACTURING CO., INC. ©

New Tri-Sure Clinch-on nozzle; now pail fillers can install Tri-Sure assemblies after filling. (In National petroleum news, Jan. 1958, p.66) Appl. author: Freiwald & Coleman. © 20Dec57; KK131020.

AMERICAN GREASE STICK CO. ©

A new lubricating big bonus service; ask about Sil-Glyde Quiet-Ryde silicone service. © 18Apr58; KK134301.

Sil-Glyde, lubricating compound with silicone; prevents freezing, sticking, eliminates squeaks. Net weight 16 oz. © 9Jan58 (in notice: 1957); KK132705.

Sil-Glyde, lubricating compound with silicone; prevents freezing, sticking, squeaks. Stock no. SG-64. 6, 4-oz. tubes. © 9Jan58 (in notice: 1957); KK132706.

Sil-Glyde, lubricating compound with silicone; prevents freezing, sticking, squeaks. Stock no. SG-68. 6, 8-oz. cans. © 9Jan58 (in notice: 1957); KK132707.

AMERICAN GREETINGS CORP. ©

Be my valentine; because they say it so well. (In N. A. R. D. Journal, Jan. 6, 1958, p.25) Appl. author: Merritt Johnquest. © 6Jan58 (in notice: 1957); KK132163.

Best wishes to the graduate; because they say it so well. (In Chain store age, drug ed., Apr. 1958, p.31) Appl. author: Merritt Johnquest. © 10Apr58; KK133703.

For mother on Mother's Day. (In Drug topics, Mar. 3, 1958, p.56) Appl. author: Merritt Johnquest. © 3Mar58; KK132661.

Have fun, dad. (In Chain store age, May 1958, drug ed., p.29) Appl. author: Merritt Johnquest. © 10May58; KK134236.

I'm all ears; because they say it so well. (In Chain store age, Nov. 1957, p.8) Appl. author: Merritt Johnquest. © 7Nov57; KK132164.

With love to my wife on Easter; because they say it so well. (In Chain store age, Feb. 1958, variety, p.8) Appl. author: Merritt Johnquest. © 7Feb58; KK134768.

AMERICAN INSTITUTE OF MEN'S & BOYS' WEAR, INC. ©

I had the feeling everyone was staring at Fred. Dress right, you can't afford not to. (In Life, Dec. 2, 1957, p.159) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 29Nov57; KK131258.

You can usually spot a wrong kid just by the way he looks; dress right, you can't afford not to. (In Life, Nov. 4, 1957, p.103) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 1Nov57; KK132460.

AMERICAN INSTITUTE OF TIMBER CONSTRUCTION. ©

A question of value and your community dollars. © 23Jan58; KK134076.

AMERICAN JERSEY CATTLE CLUB. ©

These are the cows that give the milk with all the extras; All-Jersey milk. (In The Modesto bee, Modesto, Calif., Mar. 6, 1958, p.9) Appl. author: Beaumont & Hohman, Inc. © 6Mar58; KK132655.

What makes Jersey milk so popular? All-Jersey milk. (In The Modesto bee, Modesto, Calif., Dec. 5, 1957, p.9) Appl. author: Beaumont & Hohman, Inc. © 5Dec57; KK131097.

Why have so many families changed to All-Jersey milk? (In The Modesto bee, Modesto, Calif., Feb. 6, 1958, p.18) Appl. author: Beaumont & Hohman, Inc. © 6Feb58; KK132100.

AMERICAN LEGION. ©

It's your flag, proudly fly it. Order blank. Unmounted U. S. flag [and 2 sets] Appl. author: James S. Whitfield. © 27Mar58; KK132995.

Lead your community in Memorial Day observance. All purpose home flag set, post caps [and other items] Appl. author: James S. Whitfield. © 7Apr58; KK133363.

Medals for recognition of outstanding activities; for complete selection of metals & trophies see 1958 emblem catalog. Appl. author: James S. Whitfield. © 8Apr58; KK133362.

New official big league American legion uniforms for your post junior or sponsored baseball teams. Appl. author: James S. Whitfield. © 8Apr58; KK133364.

AMERICAN MEAT INSTITUTE. ©

AMI profit project for meat industry salesman; meeting leader's guide. Prepared and developed by Poet-zinger, Dechert & Kielty, Inc. © 12Feb58; KK134179.

AMERICAN METAL HOSE DIVISION, AMERICAN BRASS CO. SEE American Brass Co.

AMERICAN MOLASSES CO. ©

Sucrest pure cane granulated sugar. Net wt. five pounds. NM: additions. © 13Jan58; KK131848.

AMERICAN MONUMENT CORP. ©

For your protection, Walter B. Cooke, Inc. recommends. Appl. author: Michael J. Canzoniero. © 16Apr58; KK133648.

AMERICAN MONUMENT CORP. Cont'd.
The purchase you make once in a lifetime demands your most thoughtful consideration. Appl. author: Michael J. Canzoniero. © 16Apr58; KK133647.

AMERICAN OIL CO. ©
Venture into space. The Amoco map of space mysteries. Appl. author: Joseph Katz Co. © 1May58; KK134895.

AMERICAN-OLEAN TILE CO. ©
Beauty you can see; quality you can believe. Ceramic tile. Pad no.11. © 15Feb58; KK133630.

AMERICAN OPTICAL CO. ©
Continuing 125 years of research to bring the world better vision for better living. (In The Saturday evening post, Apr. 5, 1958, p.48-49) Appl. author: Sutherland Abbott Advertising Agency. © 5Apr58; KK133783.

For your only pair of eyes, glasses that tame the sun. (In The Saturday evening post, May 24, 1958, p.65) Appl. author: Sutherland Abbott Advertising Agency. © 24May58; KK134342.

Through 125 years, Grandma's 'specs' have become today's fashion showpieces. (In The Saturday evening post, May 10, 1958, p.120-121) Appl. author: Sutherland-Abbott Advertising Agency. © 10May58; KK134119.

AMERICAN PETROFINA, INC.
Talcote products; Sewer Seal S-621, hot pour plastic base sewer joint compound stops roots. Appl. author: Taylor-Norsworthy, Inc. © Talcote Division of American Petrofina, Inc.; 15Dec57; KK132008.

AMERICAN PLAY CO., division of AMERICAN STAY CO. SEE American Stay Co.

AMERICAN RADIATOR & STANDARD SANITARY CORP.
Inspection covers; D-DW-HD-ABC bearings. Type 40 & 54. Section 38A, 1.511. Issue 2. Appl. author: William H. Daeschner. NM: "new type of covers." © American Radiator & Standard Sanitary Corp., American Blower Division; 15Jan58; KK133589.

Sales promotion aids for American Blower packaged air conditioners. Form 8125-4M. Appl. author: James Willard Hosler. © American Radiator & Standard Sanitary Corp., American Blower Division; 17Feb58; KK133590.

AMERICAN SCREEN PRODUCTS CO. ©
Anything else in component parts? Homeshield screens; Har-Vey hardware. (In Building specialties & home improvement dealer, Mar. 1958, p.87) © 1Mar58; KK133985.
Har-vey sliding and folding door hardware has all the features your customers want. (In American lumberman & building products merchandiser, Jan. 20, 1958, p.130) © 20Jan58; KK131765.
H-m-m-m-m, so smooth, all roll, no rock; versatile Har-Vey sliding door hardware. (In Building products, Mar. 1958, p.12) © 1Mar58; KK133125.

It's common sense to sell top-quality screens; Homeshield. Har-Vey hardware. (In Building specialties & home improvement dealer, Jan. 1958, p.95) © 1Jan58 (in notice: 1957); KK132290.

Made to please your customer; new, Har-Vey B line slide-a-fold hardware. Homeshield screens. (In American lumberman & building products merchandiser, Jan. 6, 1958, p.4) © 6Jan58 (in notice: 1957); KK132289.

New, Har-Vey B line slide-a-fold hardware with built-in stop. Homeshield screens. (In Hardware consultant, Jan. 1958, p.54) © 1Jan58 (in notice: 1957); KK132288.

New, now, cut inventory; Handi-Frame ... sliding door pocket frame. Door frame by Har-vey. © 3Dec57; KK131685.

A pocket full of profit; new, Har-Vey pocket door frame pak fits all door sizes; quiet. (In American lumberman & building products merchandiser, Mar. 17, 1958, p.20) © 17Mar58; KK132795.

The screen door that invites comparison; the all new Homeshield. © 10Feb58; KK132206.

Versatile Har-Vey sliding door hardware lets people feel the difference in a quality home. (In American builder, Feb. 1958, p.189) © 1Feb58; KK132515.

AMERICAN SISALKRAFT CORP. ©

Permanent flashing at a new low cost; Moistop flashing. © 10Apr58; KK135071.

Stopping damage caused by moisture penetration from the ground with Moistop, a permanent Vapor barrier. © 1Apr58; KK133770.

Stopping damage caused by moisture penetration from the ground with Moistop, a permanent vapor barrier. Appl. author: Sutherland-Abbott. © 1Apr58; KK133987.

AMERICAN STAY CO.

Astro-Alphabet luna language; new magic letters that cling to window panes. Set no.104. Space travel club. Appl. author: Edward J. Biel. © American Play Co., division of American Stay Co.; 3Mar58; KK133520.

Astro-Modelers; imaginative characters from outer space. Kits ready for creative assembly. Martian monsters; saucer squads. Space travel club. Appl. author: Edward J. Biel. © American Play Co., division of American Stay Co.; 3Mar58; KK133518.

Astro-Modelers cosmic cops. Set no.102. Space travel club. Appl. author: Edward J. Biel. © American Play Co., division of American Stay Co.; 3Mar58; KK133517.

Astro-Modelers Martian monsters. Set no.100. Space travel club. Appl. author: Edward J. Biel. © American Play Co., division of American Stay Co.; 3Mar58; KK133521.

Astro-Modelers saucer squads. Set no.101. Space travel club. Appl. author: Edward J. Biel. © American Play Co., division of American Stay Co.; 3Mar58; KK133516.

Astro-Modelers Slender Ella. Set no.103. Space travel club. Appl. author: Edward J. Biel. © American Play Co., division of American Stay Co.; 3Mar58; KK133519.

AMERICAN TOBACCO CO. ©

Best taste going, and light, too; that's a Lucky. James O. Plinton. Lucky Strike. (In Ebony, May 1958, p.89) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 10Apr58; KK134456.

Don't miss the fun of smoking, mildness is a pleasure with Pall Mall. [Couple holding puppies] (In The Saturday evening post, May 11, 1957, p.53) Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. © 11May57; KK134756.

Don't miss the fun of smoking; mildness is a pleasure with Pall Mall. [Cowboy & girl with horse and cat] Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. © 16Apr57; KK134103.

Feelin' blue? Need money, too? We want Sticklers. Lucky Strike. (In The Southern, Jan. 24, 1958) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 24Jan58; KK133014.

For Christmas, Hit Parade has what you want. (In The Saturday evening post, Nov. 30, 1957, p.5) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 26Nov57; KK132450.

Get satisfying flavor, so friendly to your taste; Pall Mall. Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. © 22Apr58; KK134183.

Get satisfying flavor, so friendly to your taste; Pall Mall. (In Argosy, June 1958, p.11) Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. © 20May58; KK134941.

Get satisfying flavor, so friendly to your taste; you can light either end. (In Daily news, New York, May 26, 1958, p.26) Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. © 26May58; KK134615.

Here's news; with American's exclusive filter, Hit Parade has all you want. T-7. (In Iowa daily courier, Waterloo, Iowa, Nov. 19, 1957, p.5) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 19Nov57; KK132641.

Hit Parade announces the most exciting promotion in cigarette history; Hit Parade \$200,000.00 mystery tune contest. (In Supermarket news, Jan. 20, 1958, p.17) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 20Jan58; KK134362.

Hit Parade has all you want: the tobacco, the tip and the taste. Stowe, Vermont. (In Look, Feb. 4, 1958, p.38) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 21Jan58; KK133005.

Hit Parade has all you want: the tobacco, the tip, and the taste. Sun Country winter resort. (In Connecticut daily campus, Oct. 30, 1957, p.3) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 30Oct57; KK132452.

I pick a cigarette for taste and Luckies taste better. [Endorsed by Nada J. Williams. Lucky Strike. (In Baltimore Afro-American, Mar. 19, 1957) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 19Mar57; KK132609.

I want a light smoke, so I'm partial to Luckies; I'm so glad I found Luckies. Lucky Strike. Go-getter Mrs. Ernesta Procope. (In The Baltimore Afro-American, Apr. 15, 1958) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 15Apr58; KK134454.

- I'll take a light smoke, a Lucky every time; a Lucky's got all the taste. Artist Robert Pious. Lucky Strike. (In Ebony, Mar. 1958, p.16) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 10Feb58; KK134452.
- Light up a light smoke, light up a Lucky; a Lucky's all cigarette. Lucky Strike. Boat yard. (In Farm & ranch, May 1958, p.2 of cover) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 10Apr58; KK134458.
- Light up a light smoke, light up a Lucky; light tobacco gives you a light smoke. Lucky Strike. Home movie. (In Farm & ranch, Mar. 1958, p.2 of cover) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 10Feb58; KK134457.
- Light up a light smoke, light up a Lucky; lightness comes naturally to a Lucky. Lucky Strike. Basketball. (In Look, Mar. 1958) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 18Feb58; KK134459.
- Light up a light smoke, light up a Lucky; lucky for you, it's a light smoke. Lucky Strike. Fish tank. (In True, Apr. 1958, p.77) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 18Mar58; KK134462.
- Light up a light smoke, light up a Lucky; Lucky Strike. [Girl] playing piano [for 2 men & girl] (In True, Feb. 1958, p.75) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 18Jan58; KK133003.
- Light up a light smoke; Lucky Strike. [Man & woman in night clothes] reading funny papers. (In Progressive farmer, Feb. 1958) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 15Jan58; KK133002.
- Luckies taste better, why settle for less? [Endorsed by] physicist Robert Bundy. Lucky Strike. (In Baltimore Afro-American, June 25, 1957) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 25Jun57; KK132610.
- Luckies taste better, why settle for less? [Endorsed by] physicist Robert Bundy. Lucky Strike. (In Baltimore Afro-American, Nov. 12, 1957) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 12Nov57; KK133006.
- Mildness makes the difference, as every steady smoker knows; filter tip Tareyton. (In Life, Apr. 21, 1958, p.41) Appl. author: Lawrence C. Gumbinner Advertising Agency. © 17Apr58; KK133981.
- My smoke's a light smoke, a Lucky Strike; a Lucky's in a class by itself. Stock broker John Patterson, Jr. (In The Baltimore Afro-American, Apr. 1, 1958) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 1Apr58; KK134453.
- Now buy Hit Parade your favorite way; new crush-proof box or familiar pack. (In Long Island star journal, Aug. 26, 1957, p.22) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 26Aug57; KK132454.
- Now the new crush-proof box for fast-growing Hit Parade. (In Vend, Oct. 1957, p.217) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 10Oct57; KK132451.
- Now, the one cigarette in tune with America's taste; Hit Parade has all you want. Golden Gate. (In The Dartmouth, Nov. 18, 1957, p.3) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 18Nov57; KK132453.
- Sell-a-gram; Jan.-Feb. 1958. Cigarette profits are higher than ever. Lucky Strike, Pall Mall [and 3 other cartons] (In Progressive grocer, Jan. 1958, p.16) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 1Jan58; KK133004.
- Sell-a-gram. Remember: American's big 5 go fast. Lucky Strike, Pall Mall [and 3 other brands] (In Progressive grocer, Apr. 1958, p.26) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 1Apr58; KK134463.
- Sticklers. What are the pangs of love? Heart smart. Lucky Strike. (In Heights daily news, Apr. 14, 1958, p.4) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 14Apr58; KK134461.
- Sticklers. What is a campus area without Lucky smokers? Lucky Strike. (In The Clark scarlet, Dec. 6, 1957) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 6Dec57; KK133009.
- Sticklers. What is a Japanese bank? Yen den. Lucky Strike. (In Indiana technician, Apr. 21, 1958, p.4) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 21Apr58; KK134460.
- Sticklers. What is a long distance walking champion? Pace ace. Lucky Strike. (In The Rutgers targum, Apr. 10, 1958, p.3) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 10Apr58; KK134464.
- Sticklers. What is a marching band that never gets a Lucky break? Lucky Strike. (In The Clark scarlet, Jan. 10, 1958) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 10Jan58; KK133011.
- Sticklers. What is a movie star who gives a testimonial for Lucky Strike? (In Heights daily news, Jan. 11, 1958) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 11Jan58; KK133015.
- Sticklers. What is a switch to Luckies? Lucky Strike. (In The Rutgers targum, Dec. 10, 1957, p.4) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 10Dec57; KK133010.
- Sticklers. What is a taxi driver who runs out of Luckies? Lucky Strike. (In The Pitt news, Jan. 22, 1958) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 22Jan58; KK133013.
- Sticklers. What is an unhappy bird? Sobbin' robin. Lucky Strike. (In Niagara index, Feb. 28, 1958, p.6) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 28Feb58; KK134451.
- Sticklers. What will Luckies be in the space age? Lucky Strike. (In The Decaturian, Feb. 14, 1958, p.4) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 14Feb58; KK133016.
- Sticklers. What's a shotgun shell for birds? Partridge cartridge. Lucky Strike. (In The Dolphin, Mar. 13, 1958, p.3) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 13Mar58; KK134455.
- Sticklers. What's a tenderfoot who always has his Luckies? Lucky Strike. (In The University daily Kansan, Jan. 13, 1958, p.5) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 13Jan58; KK133012.
- This Christmas buy cartons of Luckies. Lucky Strike. [Cedar branches, cones &] carton. (In Ebony, Jan. 1958) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 10Dec57; KK133008.
- This Christmas buy cartons of Luckies. Lucky Strike. [Man holding wreath, woman holding shopping bag filled with presents at] bus stop. (In The American weekly, Dec. 1, 1957, p.23) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 1Dec57; KK133007.
- To dad; Half and Half. My favorite answer man. Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. © 11Jun57; KK131414.
- Watch Your Hit Parade ... for the Hit Parade cigarette \$200,000.00 mystery tune contest. (In This week magazine, Feb. 16, 1958, p.9) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 15Feb58; KK134363.
- AMERICAN CORP. ©
Explore new worlds today with the 1958 Encyclopedia Americana. (In The Saturday evening post, May 17, 1958, p.64-65) © 17May58; KK134905.
- Knowledge that helps you think; the Encyclopedia Americana. (In Life, Oct. 28, 1957, p.7) Appl. author: Encyclopedia Americana. © 28Oct57; KK131993.
- A memorable event; so that you may fully enjoy and benefit by your Encyclopedia Americana. © 15Jan58; KK133705.
- When Lincoln didn't know the answer, he turned to his Encyclopedia Americana. (In Life, Feb. 11, 1957, p.17) Appl. author: Encyclopedia Americana. © 11Feb57; KK131992.
- You can visit the moon today through the world of information you'll find in the Encyclopedia Americana. (In The New York times, Dec. 5, 1957, p.72) © 5Dec57; KK133365.
- AMSTERDAM SYNDICATE, INC. ©
Announcing a profit-producing complete newspaper advertising service for HIC members. Home Improvement Council. 13 ads. © 11Apr58; KK133971.
- ANACONA BROS. WHOLESALE GROCERY CO. ©
Luna brand tomato paste. Contents 6 lbs. NM: illus. © 20Feb58; KK133211.
- ANAHIST CO., INC. ©
Anahist research laboratories announces two new developments for ... cold and influenza symptoms; Super Anahist antibiotic throat spray, instant acting chest rub. (In R. N., a journal for nurses, Jan. 1958, p.30) Appl. author: Ted Bates & Co., Inc. © 1Jan58; KK131306.
- New spray helps clear all 10 nasal-sinus areas clogged by summer cold or allergy; this new development, Super Anahist nasal spray. (In This week (Cincinnati enquirer), Apr. 13, 1958, p.29) Appl. author: Ted Bates & Co., Inc. © 13Apr58; KK133531.

ANAHIST CO., INC. Cont'd.

New spray helps clear 10 nasal-sinus-areas clogged by summer cold or allergy; Super Anahist antibiotic nasal spray. Anahist Research Laboratories, N. Y. (In This week (New York herald tribune), Apr. 6, 1958, p.24) Appl. author: Ted Bates & Co., Inc. © 6Apr58; KK133530.

Relieves all 5 kinds of minor arthritic, rheumatic, bursitic pain. From Anahist research laboratories comes ... Stim-U-Rub. (In Akron beacon journal, Akron, Ohio, Dec. 30, 1957, p.7) Appl. author: Ted Bates & Co., Inc. © 30Dec57; KK132777.

Super Anahist antihistamine cough syrup with vitamin C; announcing ... Super Anahist antibiotic throat lozenges. (In R. N., a journal for nurses, Dec. 1957, p.100) Appl. author: Ted Bates & Co., Inc. © 1Dec57; KK131305.

Virus cold or Asiatic flu? New instant-acting chest rub speeds relief. Super Anahist. (In The Saturday evening post, Nov. 16, 1957, p.82) Appl. author: Ted Bates & Co., Inc. © 11Nov57; KK131023.

ANAHIST CO., INC. SEE ALSO Virisan Cold Research Laboratories, Inc.

ANCIENT AGE DISTILLING CO. ©

Forget someone? Still time to get the perfect gift; bourbon. (In San Francisco examiner, Dec. 23, 1957, section 2, p.11) Appl. author: Doyle Dane Bernbach, Inc. © 23Dec57; KK132364.

From one big leaguer to another, welcome. Dodgers. (In Los Angeles times, Oct. 29, 1957, pt.4, p.5) Appl. author: Doyle Dane Bernbach, Inc. © 29Oct57; KK134785.

From one big leaguer to two others, welcome home. Bourbon. (In Chicago daily tribune, Apr. 15, 1958, pt.4F, p.2) Appl. author: Doyle Dane Bernbach, Inc. © 15Apr58; KK133990.

Handy way to bag frogs; one of ten winning tips ... sports idea contest; Kentucky straight bourbon. (In Sports afield, Nov. 1957, p.103) Appl. author: Doyle Dane Bernbach, Inc. © 25Oct57; KK132065.

How to break a dog of gun shyness; one of ten winning tips ... sports idea contest; Kentucky straight bourbon. (In Sports afield, Jan. 1958, p.16) Appl. author: Doyle Dane Bernbach, Inc. © 26Dec57; KK132067.

How to lure fish with soap; one of ten winning tips ... sports idea contest; Kentucky straight bourbon. (In Sports afield, May 1958, p.6) Appl. author: Doyle Dane Bernbach, Inc. © 25Apr58; KK134129.

How to lure geese with soda pop; one of ten winning tips ... sports idea contest; Kentucky straight bourbon. (In Sports afield, Mar. 1958, p.36) Appl. author: Doyle Dane Bernbach, Inc. © 25Feb58; KK132361.

How to stop moles from digging up your lawn; one of ten winning tips ... sports idea contest; Kentucky straight bourbon. (In Sports afield, June 1958, p.16) Appl. author: Doyle Dane Bernbach, Inc. © 26May58; KK135064.

If you can find a better bourbon, buy it. Appl. author: Doyle Dane Bernbach, Inc. © 1Jan58; KK130914.

If you can find a better bourbon, buy it. (In The Los Angeles times, Mar. 6, 1958, pt.4, p.7) Appl. author: Doyle Dane Bernbach, Inc. © 6Mar58; KK133055.

I'm Bernie Holmes, Jr. The reason I'm in the paper today is to invite you to share ... bourbon. (In The Hartford courant, Feb. 7, 1958, p.29) Appl. author: Doyle Dane Bernbach, Inc. © 7Feb58; KK132064.

I'm Jack Moore. Kentucky straight bourbon. (In The Hartford courant, Mar. 21, 1958, p.29) Appl. author: Doyle Dane Bernbach, Inc. © 27Mar58; KK133351.

I'm Louis I. Levitt. Kentucky straight bourbon. (In The Hartford courant, Mar. 14, 1958, p.27) Appl. author: Doyle Dane Bernbach, Inc. © 14Mar58; KK133053.

I'm Paul Landerman. Kentucky straight bourbon. (In The Hartford courant, Mar. 7, 1958, p.25) Appl. author: Doyle Dane Bernbach, Inc. © 7Mar58; KK133054.

I'm Phathon J. Matthews. Kentucky straight bourbon whiskey. (In The Hartford courant, Apr. 25, 1958, p.31) Appl. author: Doyle Dane Bernbach, Inc. © 25Apr58; KK134130.

Porcupine quills painlessly removed from your dog; one of ten winning tips ... sports idea contest. Kentucky straight bourbon. (In Sports afield, Apr. 1958, p.5) Appl. author: Doyle Dane Bernbach, Inc. © 25Mar58; KK133350.

Surprise package; Kentucky's great bourbon in a gift bottle. (In San Francisco examiner, Nov. 7, 1957, section 1, p.15) Appl. author: Doyle Dane Bernbach, Inc. © 7Nov57; KK132363.

We'll never leave our old Kentucky home; bourbon. (In The Courier-journal, Louisville, Ky., Feb. 14, 1958, section 2, p.5) Appl. author: Doyle Dane Bernbach, Inc. © 14Feb58; KK132362.

What do town squirrels tell you about hunting time? One of ten winning tips ... sports idea contest; Kentucky straight bourbon. (In Sports afield, Feb. 1958, p.79) Appl. author: Doyle Dane Bernbach, Inc. © 25Jan58; KK132063.

Why you should take lipstick on fishing trips; one of ten winning tips ... sports idea contest; Kentucky straight bourbon. (In Sports afield, Dec. 1957, p.16) Appl. author: Doyle Dane Bernbach, Inc. © 25Nov57; KK132066.

ANDERSEN, HOWARD d.b.a. PRINTED SUPPLIES CO. SEE Printed Supplies Co.

ANDERSON, CLAYTON & CO., INC. © Save 10¢; new Golden Capri oil. The light oil for salads, frying, baking. (In The Dallas morning news, Apr. 10, 1958, pt.5, p.5) © 10Apr58; KK133345.

ANDERSON CO. ©

Anco blade and arm replacements for wrap-around, curved, and flat windshields on passenger cars; check sheet. Form 04-0388, rev. 2-58. © 31Jan58; KK133056.

Anco dealer's stock checking guide; Anco universal wiper blades [and other products] Form 04-0507. © 31Jan58; KK133057.

Anco Tel-Tale wiper arm pressure indicator. Effective Nov. 1, 1957. Form 04-0495. © 18Nov57; KK131069.

Anco Tel-Tale wiper arm pressure indicator. Stock no.50. One. © 27Sep57; KK131076.

Distributor salesman's tote carton; Anco Tel-Tale wiper arm pressure indicators. Stock no.50. Ten. © 27Sep57; KK131068.

For Anco Tel-Tale indicator dealers only; \$9.30 profit-starter bonus offer. Form 04-0496. © 11Nov57; KK131074.

Increase sales and profits with the Anco Serviseller combination. Effective Sept. 11, 1957. Form 04-0205, rev. © 6Dec57; KK131071.

May I ask? Anco man hunt no.3. Do your wipers streak your windshield? Form 04-0505. © 26Dec57; KK131073.

Mr. Dealer: get this Anco profit-starter bonus offer with first Tel-Tale indicator you buy. Form no.04-0497. © 18Nov57; KK131070.

Mr. Dealer: here is your Anco profit-starter bonus; for highest Tel-Tale profits ... anti wind-lift arms and turtleback blades. Form 04-0503. © 11Nov57; KK131075.

Mr. Dealer: join the Anco man hunt no.3. Ask your customers ... do your wipers streak your windshield? Form 04-0506. © 26Dec57; KK131072.

One Anco serviseller sub-cabinet. Form 04-0464, rev. 2-58. Stock no.1050. © 10Feb58; KK133058.

ANDERSON PHARMACAL CORP. ©

Drink your fat away; new liquid reducing cocktail; Du-Dol. © 13Oct57; KK131965.

ANGLE, PAUL M.

For works of which Paul M. Angle is the joint author SEE Kingsport Press, Inc.

ANHEUSER-BUSCH, INC. ©

As refreshing as crisp mountain air; Busch Bavarian, America's new taste in beer. [Couple carrying skiing equipment] (In Arkansas democrat, Little Rock, Ark., Mar. 6, 1958, p.7) Appl. author: Josephine Walsh. © 6Mar58; KK133933.

As refreshing as crisp mountain air; Busch Bavarian, America's new taste in beer. [Man & woman carrying skis] (In Arkansas democrat, Mar. 6, 1958, p.7) Appl. author: Josephine Walsh. © 6Mar58; KK132979.

Bright as sun on mountain snow; Busch Bavarian beer. [Man pulling rope of woman mountain climber] (In The Tulsa tribune, Apr. 2, 1958, p.32) Appl. author: Josephine Walsh. © 2Apr58; KK134208.

Clear and bright as mountain air; Busch Bavarian beer. [Lake scene] (In The Tulsa tribune, Feb. 26, 1958, p.38) Appl. author: Josephine Walsh. © 26Feb58; KK133934.

Lift a snow-capped glass; Busch Bavarian beer. [Man carrying skis, standing by snow-covered lodge] (In Tulsa daily world, Mar. 14, 1958, p.52) Appl. author: Josephine Walsh. © 14Mar58; KK134181.

Lift a snow-capped glass to the Cardinals; Busch Bavarian beer. (In St. Louis post-dispatch, Apr. 13, 1958, pt.9, p.12) Appl. author: Josephine Walsh. © 13Apr58; KK133835.

Pick a pair of 6-paks; Budweiser, the king of beers. Girl holding 2, 6-paks. (In Columbia Missourian, Dec. 14, 1957, p.7) Appl. author: D'Arcy Advertising Co. © 14Dec57; KK132952.

Rich in tradition and friendly flavor; Busch Bavarian, America's new taste in beer. (In St. Louis post-dispatch, Jan. 15, 1958, p.18D) Appl. author: Josephine Walsh. © 15Jan58; KK131846.

Sunny flavor beneath a snowy cap; Busch Bavarian, America's new taste in beer. (In St. Louis post-dispatch, Feb. 12, 1958, p.10B) Appl. author: Josephine Walsh. © 12Feb58; KK132110.

A world of difference; Busch Bavarian. For this is a special kind of beer. [Couple atop snowy mountain taking pictures] (In The Tulsa tribune, Tulsa, Okla., Apr. 23, 1958, p.30) Appl. author: Josephine Walsh. © 23Apr58; KK134094.

ANIMAL TRAP CO. OF AMERICA. © Actual recording of live crows. ATCO record no.C-100. Appl. author: Hux Cuts, Inc. © 22May57; KK131532.

Actual recording of squealing rabbits. ATCO record no.P-400. Appl. author: Hux Cuts, Inc. © 17Sep57; KK135270.

Actual recording of wild turkeys. ATCO record no.T-300. Appl. author: Hux Cuts, Inc. © 1Nov57; KK135271.

ANNABELLA IMPORT & EXPORT CO. Papa Joe brand grape wine vinegar. Contents 1 pt. Appl. author: Charlotte Jelski. © J. L. Milani & June O. Milani d.b.a. Annabella Import & Export Co.; 13Mar58; KK132810.

ANSONIA MILLS, INC. © It's Formfit, it's Fabulastic; in Formfit's front-zip brassalier. (In Vogue, Nov. 1, 1957, p.47) © 1Nov57; KK131112. It's Lady Marlene, it's Fabulastic; in Lady Marlene's back-dip, front-zip bras'lette. (In The New Yorker, Nov. 16, 1957, p.114) © 16Nov57; KK131111.

ANTI-HYDRO WATERPROOFING CO. © Aridtone dampproof paint specifications; decorates and guards against water and dampness. Appl. author: Mortimer W. Meyer. © 15Jan58 (in notice: 1957); KK132154. Integral curing specifications. The Hausling system for curing horizontal and vertical concrete. Appl. author: Mortimer W. Meyer. © 15Jan58 (in notice: 1957); KK132153. Your cement job needs Anti-Hydro; Anti-Hydro speeds ... by producing workable cement mixes. Appl. author: Mortimer W. Meyer. © 15Jan58 (in notice: 1957); KK132152.

PEX SPECIALTY PRODUCTS CO. © Thanks for coming in; this car has been expertly serviced. Rousseau Bros.; Plymouth, De Soto. © 1Feb56; KK132647.

AQUATITE REINFORCING BRICK CO. © All these advantages and more when using Aquatite reinforcing brick. Appl. author: Joseph A. Lunetta. NM: revision & additions. © 17Jan58; KK132543.

ARCADY FARMS MILLING CO. © Requested by millions, a second helping of Arcady-fed turkey, please. (In Turkey world, Dec. 1957, p.3) Appl. author: Richard Balzer. © 5Dec57; KK131515.

ARLENGE LABORATORIES. © Ant-O-Roach control; residual insecticide spray kills roaches, ants waterbugs. Net wt. 14 oz. © 24Feb58; KK134986. X-34 aerosol spray; kills mosquitoes, flies. 14 fl. ozs. © 2Jan58; KK131836.

ARMCO AGENCY. Everything in office equipment and stationery. Shelburne's. Your office manager, sir [and 9 other ads] © Max Armstrong d.b.a. Armco Agency; 18Jan58; KK134789.

Shelburne's. Come home, Stella. We'd like to show them ... new for the old in furniture, office equipment. [Fifteen ads] © Max Armstrong d.b.a. Armco Agency; 10Apr58; KK134735.

Shelburne's. Old-fashioned office supply series. Come home, Stella [and 14 other ads] © Max Armstrong d.b.a. Armco Agency; 10Apr58; KK135093.

ARMOUR & CO. © Fatty acids, fatty acid derivatives, industrial oils. (In Chemical materials catalog & directory of producers, 9th ed. 1958, p.109-116) Appl. author: William R. Watson. © 1Dec57; KK133540.

For a fluffy, golden omelet there's a better cheddar stamped Miss Wisconsin. (In Life, Mar. 11, 1957, p.162) Appl. author: N. W. Ayer & Son, Inc. © 7Mar57; KK132309.

New Golden Dial; deodorant bath & beauty soap. Orrington Hotel. (In Hotel management, Nov. 1957, p.1) Appl. author: William R. Watson. © 5Nov57; KK131511.

New Golden Dial; deodorant bath & beauty soap. The Sahara, Phoenix, Arizona. (In Hotel bulletin, Dec. 1957, p.2 of cover) Appl. author: William R. Watson. © 15Dec57; KK131512.

Who brings you a more satisfying bacon? Armour does it again with Armour Star thick sliced bacon. (In Eugene register-guard, Feb. 6, 1958, p.5C) Appl. author: N. W. Ayer & Son, Inc. © 6Feb58; KK133854.

Who brings you the tastiest ham in town? Armour does it again with Armour Star canned ham. (In Spokane daily chronicle, Mar. 27, 1958, p.26) Appl. author: N. W. Ayer & Son, Inc. © 27Mar58; KK133855.

Who makes wonderful things happen to ham? Armour Star does it again with boneless fully-cooked. (In Eugene register-guard, Dec. 19, 1957, p.11C) Appl. author: N. W. Ayer & Son, Inc. © 19Dec57; KK133853.

Who puts a brand new sing in breakfast sausage? Armour does it again with Armour Star smokees. (In The Spokesman-review, Apr. 11, 1958, p.36) Appl. author: N. W. Ayer & Son, Inc. © 10Apr58; KK133856.

ARMSTRONG, MAX d.b.a. ARMCO AGENCY. SEE Armco Agency.

ARNOLD BAKERS, INC. © All purpose seasoned stuffin'. Net wt. 8 oz. © 3Mar58; KK132654.

Brick Oven new soft raisin cookies. Net weight 7 1/2 ounces. © 27Mar58; KK133173.

Brick Oven White; thinly sliced, enriched bread; free sample. © 16Nov57; KK131198.

Brick oven whole wheat; thinly sliced. Net weight 1 lb. © 27Jan58; KK131774.

Enriched Arnold butter rolls. One dozen. Net weight 7 oz. © 17Mar58; KK133128.

Hearthstone rye, thinly sliced. Net weight 1 lb. © 21Apr58; KK133943.

Hearthstone white; thinly sliced. Net weight 1 lb. © 27Jan58; KK131773.

Hearthstone whole wheat; thinly sliced. Net weight 1 lb. © 27Jan58; KK131772.

ARRICK & GRAY, LTD. © The Sunshine Co's scroll; seeing Florida with Sandy and Sue. Non-repeating drawings to color; 30 feet long. Crayons and scroll attachment inside. Appl. authors: Lewis Gray & Arlene Gray. © 10Aug57; KK132129.

ARROWHEAD DISTRIBUTING CO. Masonry blades for your electric saws. © Arrowhead Distributing Co., Irving Illing, sole owner; 30Apr58; KK134564.

ART-ADS SERVICE. Classified ad-ventures; proof sheet. He's the most patriotic mascot [and 29 other] cartoon features. © Art-Ads Service, solely owned by Clinton L. Harmon; 26Dec57; KK132921.

ART & SIGN BRUSH MANUFACTURING CORP. t.a. ART-SIGN. SEE Art-Sign.

ART METAL CONSTRUCTION CO. © Art Metal output goes up, space needs go down with Art Metal modulars. (In The Office economist, May-June 1958, p.16) Appl. author: Comstock & Co. NM: additions. © 1May58; KK134988. Art Metal output goes up, space needs go down with Art Metal modulars. (In U. S. news & world report, Mar. 28, 1958, p.109) Appl. author: Comstock & Co. © 28Mar58; KK133124.

Art Metal put floor space economy in the plan with versatile modulars. (In Architectural forum, May 1958, p.225) Appl. author: Comstock & Co. © 25Apr58; KK134468.

Art Metal sets the style with tangible buyer benefits; the franchise that makes more office equipment easier to sell. (In Office appliances, June 1958, p.79) Appl. author: Comstock & Co. © 23May58; KK134799.

Furniture designed to assure high returns from standardization. (In Newsweek, May 19, 1958, p.10) Appl. author: Comstock & Co. © 14May58; KK134470.

Job-designed furniture for every office need. (In U. S. news & world report, Feb. 28, 1958, p.55) Appl. author: Comstock & Co. © 28Feb58; KK132284.

Job-designed furniture for every office need. Planfiles [and other] office equipment. (In The Office economist, Mar.-Apr. 1958, p.16) Appl. author: Comstock & Co. © 1Mar58; KK133773.

ART METAL CONSTRUCTION CO. Cont'd.
Modulars, the selling wedge with a competitive edge; the franchise that makes more office equipment easier to sell. (In Office appliances, May 1958, p.121) Appl. author: Comstock & Co. © 23Apr58; KK133878.

More good ways to make money; the franchise that makes more office equipment easier to sell. (In Office appliances, Apr. 1958, p.57) Appl. author: Comstock & Co. © 23Mar58; KK133377.

Thanks, Farnham's of Minnesota, because you wrote this, not us. (In Office appliances, Jan. 1958, p.119) Appl. author: Comstock & Co. © 23Dec57 (in notice: 1958); KK131057.

Victory over costly office fatigue is in this Art Metal comfort angle. Secretarial chair, model 709A [and 2 other models] (In Management methods, May 1958, p.7) Appl. author: Comstock & Co. © 30Apr58; KK134469.

With Multi-File, you're versatile; one dealer sells 11 cabinets to make room for a railroad. (In Office appliances, Feb. 1958, p.55) Appl. author: Comstock & Co. © 23Jan58; KK132208.

The wonder-file way to cut office costs; an extra drawer in every Multi-File. (In The Office economist, May-June 1958, p.15) Appl. author: Comstock & Co. © 1May58 (in notice: 1957); KK134987.

ART-SIGN.

Brushes for all arts & crafts; original palette pack, A-3. Pure red sable. © Art & Sign Brush Manufacturing Corp. t.a. Art-Sign; 31Mar58; KK133631.

ASHLEY-COOPER SALES SERVICES, INC. ©

Now a sensational new wax; Ashley-Cooper is pleased to introduce Aladdin auto wax. © 6Jan58; KK131125.

ASSOCIATED LABEL CO. ©

A personalized gift for you. If our new service appeals to you, remember, we will stitch your own private label into all clothing purchased from us. © 3Jan58; KK134916.

ASSOCIATED SPRING CORP. ©

Handbook of mechanical spring design. NM: changes & additions. © 18Apr58; KK135026.

ASSOCIATED WHOLESALE GROCERS, INC.

Always good candies. © Associated Wholesale Grocers, Inc. (in notice: Associated Wholesale Groceries, Inc.); 7Feb58; KK132756.

ASSOCIATES INVESTMENT CO. ©

Get cash for the things you need; money magic. A cash loan. © 20Jan58; KK134398.

Meet emergencies with Associates money magic; to obtain your loan, come in or phone. © 3Jun58; KK135059.

Raise cash for spring with Associates money magic. © 20Jan58; KK134400.

Snowed under? Start the new year right with cash from Associates. © 1Jan58; KK134399.

ASTROTEC SERVICES, INC. ©

Your instant reservoir of technical skills for the missile age. © 17Mar58; KK133972.

ATLANTIC-PACIFIC MANUFACTURING CORP. ©

Apco; your guide to the finest water sport equipment. 1958 ski catalog; instructions how to water ski. Appl. author: Ernest Skoldberg. © 5Feb58; KK132103.

New regulations; life floats & buoyant apparatus, approved life preservers. Appl. author: Clarence Skoldberg. © 30Jan58; KK132783.

ATLAS SUPPLY CO. ©

He said no 3824 times last year. Tires, batteries, accessories. (In The Saturday evening post, Apr. 19, 1958, p.104-105) Appl. author: McCann-Erickson, Inc. © 15Apr58; KK134697.

Plan to see America first. Tires, batteries, accessories. (In The Saturday evening post, May 17, 1958, p.7) Appl. author: McCann-Erickson, Inc. © 13May58; KK134696.

The toughest critics in the world. Tires, batteries, accessories. (In The Saturday evening post, Mar. 15, 1958, p.16-17) Appl. author: McCann-Erickson, Inc. © 11Mar58; KK134695.

ATOMIC ELECTRONICS CO. ©

Protected by Atomic silent burglar alarm. Appl. author: Manuel Floam. © 20Apr58; KK134141.

AUDIO FIDELITY, INC. ©

Accordion de Paris, v.1. Jo Basile, his accordion and orchestra. AFLP 1815. © 6Jun56; KK134872.

Accordion de Paris, v.2. Rendezvous a Paris. Joe Basile, his accordion and orchestra. AFLP 1821. © 14Aug56; KK134869.

Al Hirt Swingin' Dixie at Dan's Pier 600 in New Orleans. AFLP 1877. © 16Jun58; KK135185.

Armenian wedding. Mike Sarkissian and his Cafe Bagdad ensemble. A study in high fidelity sound. AFLP 1865. © 10Feb58; KK132415.

Bach for percussion, by John Klein. The New York Percussion Ensemble. AFLP 1812. © 9Mar56; KK135030.

Bagpipes and drums; 9th Regiment pipe band. A study in high fidelity sound. AFLP 1857. © 10Feb58; KK132414.

Bawdy songs and back room ballads, v.1. Oscar Brand. AFLP 1906. © 6Aug58; KK134863.

Bawdy songs and back room ballads, v.2. Oscar Brand. AFLP 1806. © 14Mar56; KK134878.

Bawdy songs and back room ballads, v.3. Oscar Brand quintet. AFLP 1824. © 20Jan57; KK134866.

The brave bulls; music of the bullfight ring. La fiesta brava, v.1. Featuring the original Banda Taurina. AFLP 1801. © 15Sep55; KK134876.

Cha-cha-cha. Pedro Garcia and his Del Prado orchestra. AFLP 1810. © 16Jul56; KK134874.

The Dukes of Dixieland. You have to hear it to believe it. AFLP 1823. © 5Jul56; KK134867.

Electronic organ. Jack Anderson at the Baldwin organ. A study in high fidelity sound. AFLP 1856. © 10Feb58; KK132413.

Fiesta en Espana; flamenco guitar. Flamenguistas: Rafael Molero [and other artists] AFLP 1819. © 10Mar57; KK134870.

Fiesta en Mexico. Mariachi Miguel Dias. AFLP 1816. © 6Jun56; KK134871.

Giant Wurlitzer; Leon Berry, v.3. A study in high fidelity sound. AFLP 1844. © 10Feb58; KK132410.

Honky tonk piano. Eddie Pianola Barnes. AFLP 1827. © 2May57; KK134865.

Jo Ann Miller, unrestrained. Benn Arden & his Palmer House orchestra. A study in high fidelity sound. AFLP 1864. © 10Feb58; KK132408.

Juerga flamenca; fiesta flamenca, recorded in Spain. Singers: Ana Maria La Jerezana [and other singers & dancers] A study in high fidelity sound. AFLP 1852. © 10Feb58; KK132409.

Leon Berry at the giant Wurlitzer pipe organ, v.1. Special Hi-Fi sound. AFLP 1828. © 23Oct56; KK134864.

Lionel plays drums, vibes, piano. Lionel Hampton and orchestra. A study in high fidelity sound. AFLP 1849. © 10Feb58; KK132412.

Mardi Gras time with the phenomenal Dukes of Dixieland, v.6. A study in high fidelity sound. AFLP 1862. © 10Feb58; KK132411.

A new dimension in recorded sound; Audio Fidelity Stereodisc. AFSD 1851 [and 7 other albums] (In Schwann long playing record catalog, June 1958, p.1) © 20May58; KK135103.

Patachou, France's foremost singing star in Arthur Lesser's International soiree. Jo Basile, his accordion and orchestra. AFLP 1881. © 18Mar58; KK132896.

Patachou sings in French and in English. With Jo Basile & orch. Paris, c'est une blonde. AFLP 1814. © 6Jun56; KK134873.

The phenomenal Dukes of Dixieland, v.2. You have to hear it to believe it. AFLP 1840. © 20Jan57; KK134862.

Rome with love. Italian accordion of Jo Basile and his orch. AFLP 1822. © 14Jan57; KK134868.

Strings of Pearl; harp and drums. Pearl Chertok, harpist; assisted by Willie Rodriguez, bongo player. AFLP 1805. © 4Jan56; KK134877.

Trinidad steel band. AFLP 1809. © 5Apr56; KK134875.

Turkish delight. Mike Sarkissian and his Cafe Bagdad ensemble. A study in high fidelity sound. AFLP 1867. © 8May58; KK134194.

La zambra. Music of Spain: Fernando Sirvent, guitar; Domingo Alvarado, cantaor; Goyo Reyes, ballarin. A study in high fidelity sound. AFLP 1848. © 10Feb58 (in notice: 1957); KK132416.

AUDITION RECORDS, division WALDORF MUSIC HALL, INC. SEE Waldorf Music Hall, Inc.

AUTOYRE CO. ©

First in durability; Fairfield, America's first choice in bathwares now with ... Armored Chrome-12. (In Better homes & gardens, Apr. 1957, p.226) Appl. author: Ben Sackheim, Inc. © 20Mar57; KK131748.

First in style; Fairfield, America's first choice in bathwares. (In McCall's, Mar. 1957, p.158) Appl. author: Ben Sackheim, Inc. © 25Feb57; KK131110.

AVOCA RECORD CO. ©

Irish dance time. Jackie Roche and his Irish dance band. Hi fidelity, 33-AV-104. © 15Feb58; KK133231.

AVON PRODUCTS, INC. ©

Avon invites you to a fragrance try-on; cosmetics. (In Good housekeeping, June 1957, p.4 of cover) Appl. author: Monroe F. Dreher, Inc. © 20May57; KK131720.
Avon invites you to a make-up try-on; try on Avon's Satin-Sheen ... lipstick; you'll want ... Pearl nail polish. (In Seventeen, Sept. 1957, p.56) Appl. author: Monroe F. Dreher, Inc. © 31Aug57; KK131457.

Avon invites you to a try-on of new make-up; cosmetics. (In Parents' magazine, May 1958, p.4 of cover) Appl. author: Monroe F. Dreher, Inc. © 25Apr58; KK134203.

Avon invites you to a try-on of new make-up; cosmetics. (In Seventeen, Apr. 1958, p.51) Appl. author: Monroe F. Dreher, Inc. © 1Apr58; KK133569.

Do have a try-on of Avon's new spray Essence; cosmetics. Forever Spring [and 6 other fragrances] (In McCall's, Apr. 1958, p.67) Appl. author: Monroe F. Dreher, Inc. © 25Mar58; KK133568.

Do have an Avon try-on of new Here's My Heart fragrance; cosmetics. (In Good housekeeping, Sept. 1957, p.41) Appl. author: Monroe F. Dreher, Inc. © 20Aug57; KK131456.

Do have an Avon try-on of rich moisture cream; cosmetics. (In McCall's, Feb. 1958, p.63) Appl. author: Monroe F. Dreher, Inc. © 20Jan58; KK132549.

Gifts; lovely to give, lovely to receive; cosmetics. Christmas. (In Good housekeeping, Nov. 1957, p.45) Appl. author: Monroe F. Dreher, Inc. © 19Oct57; KK131719.

Gifts; lovely to give, lovely to receive; cosmetics. Christmas. (In McCall's, Nov. 1957, p.9) Appl. author: Monroe F. Dreher, Inc. © 20Oct57; KK132550.

High lights, they said. And Hi-Light it is, Avon's new shampoo. (In Seventeen, Mar. 1958, p.51) Appl. author: Monroe F. Dreher, Inc. © 1Mar58; KK132657.

I am your Avon representative; expect me with the new Persian Wood fragrance family; cosmetics. (In Ladies' home journal, Oct. 1957, p.151) Appl. author: Monroe F. Dreher, Inc. © 24Sep57; KK131455.

Won't you have a try-on of Avon colognes? You'll love them. (In McCall's, Mar. 1958, p.55) Appl. author: Monroe F. Dreher, Inc. © 20Feb58; KK132658.

B

B. H. J. ASSOCIATES, INC. ©

We keep customers. Appl. author: Frederick E. Hayes. © 1Sep57; KK133395.

We keep customers. [Little man hugging legs of man] Appl. author: Frederick E. Hayes. © 1Sep57; KK133408.

We keep customers. [Man hanging from clothes hook] Appl. author: Frederick E. Hayes. © 1Sep57; KK133509.

BABCOCK & WILCOX CO. ©

B & W Kaowool, a versatile refractory fiber that retains strength to 2000F. Bulletin R-47. Appl. author: Jess H. Cloud. © 27Dec57; KK131416.

BABEE-TENDA CORP. ©

Does your baby's safety come first? The new space-making Tenda playcrib. (Do you want safety first for your baby?) Appl. author: Keller-Crescent Agency. © 19Feb58; KK132422.

A doll-sized replica of the famous Babee-Tenda safety chair; Dollee-Chair. Appl. author: Keller-Crescent Agency. © 21May58; KK134698.

Safety for the child suffering from cerebral palsy or other crippling diseases; adjustable Ortho-Tenda, safety chair. Appl. author: Keller-Crescent Co. © 9May58; KK134859.

Take no chances with baby's safety; the full-time protection of Babee-Tenda safety chair. Appl. author: Keller-Crescent Agency. © 20Mar58; KK133352.

Tested, approved, and recommended by hospital nurseries; the scientifically designed Babee-Tenda bottleholder. Appl. author: Keller-Crescent Co. Agency. © 21May58; KK134699.

Your doctor will tell you; you can protect your baby ... with the original Babee-Tenda safety chair. Appl. author: Keller-Crescent Agency. © 20Mar58; KK132994.

BABSON BROS. CO. ©

Good cow milking will never become old-fashioned; all Surge milkers milk with ... Tug & Pull. (In Hoard's dairyman, Jan. 25, 1958, p.4 of cover) Appl. author: Bert S. Gittins Advertising, Inc. © 18Jan58; KK132017.

Not sold over the counter; \$5 down still buys a Surge bucket milker unit. (In Hoard's dairyman, Mar. 10, 1958, p.4 of cover) Appl. author: Bert S. Gittins Advertising, Inc. © 1Mar58; KK132576.

Really good cow milking is what we have to sell. Surge parlors, Surge pipe line milkers and Surge bucket milkers. (In Hoard's dairyman, May 25, 1958, p.4 of cover) Appl. author: Bert S. Gittins Advertising, Inc. © 18May58; KK134760.

Surge built-in Tug & Pull cow milking. (In Hoard's dairyman, Mar. 25, 1958, p.313-316) Appl. author: Bert S. Gittins Advertising, Inc. © 18Mar58; KK133195.

Think of your pipe line milker as a 20-year investment; you can ... use a Surge with automatic built-in Tug & Pull. (In Hoard's dairyman, Feb. 10, 1958, p.4 of cover) Appl. author: Bert S. Gittins Advertising, Inc. © 1Feb58; KK131753.

When you buy your pipe line milker. Surge bucket milker, model 1958; no.21 Surge milk valve. (In Hoard's dairyman, Feb. 25, 1958, p.193-196) Appl. author: Bert S. Gittins Advertising, Inc. © 18Feb58; KK132561.

When you buy your pipe line milker, consider both the company and the man; Surge dairy farm equipment. (In Hoard's dairyman, Jan. 10, 1958, p.52) Appl. author: Bert S. Gittins Advertising, Inc. © 3Jan58; KK131055.

BACARDI IMPORTS, INC. ©

Be a cocktail expert; Puerto Rican rum. Bacardi cocktail; Bacardi 'n cola; Daiquiri. (In Life, June 16, 1958, p.11) Appl. author: Brooke, Smith, French & Dorrance, Inc. © 16Jun58; KK135049.

Be a Daiquiri expert, make your drinks sparkle. Puerto Rican rum. (In New York herald tribune, Feb. 14, 1958, p.9) Appl. author: Brooke, Smith, French & Dorrance, Inc. © 14Feb58; KK132584.

Daiquiri, now one of America's favorite cocktails. (In Life, Apr. 14, 1958, p.100) Appl. author: Brooke, Smith, French & Dorrance, Inc. © 14Apr58; KK133980.

Dictionary; a lexicon of luxury liquors and diverse definitions relative to modern beverage usage. Anejo, a rare rum. Appl. author: Brooke, Smith, French & Dorrance, Inc. © 12Feb58; KK132582.

BACHARACH INDUSTRIAL INSTRUMENT CO. ©

Engineered for General Motors diesels; injector tester for series 51,71/71T and 110 injectors. GM injector test fixtures. Feb. 1958. Leaflet 908B. Appl. author: W. S. Hill Co. © 11Mar58; KK132491.

BADGER MANUFACTURING CO. ©

Giant turbine expansion joints; S-R. (In Petroleum refiner, v.37, no.4, p.311) © 10Apr58; KK133704.

S-R expansion joints handle rugged 1100" service at Firestone's new plant. (In Petroleum refiner) © 10Jun58; KK135325.

BAGBY, WILLIAM C. d.b.a. CREEL-NET MANUFACTURING CO. SEE Creel-Net Manufacturing Co.

BALAUN, WILLIAM JOSEPH. ©

Butcher boy. (In Fairlawn drive-in menu) © 1Jan58; KK133179.

BALDWIN-LIMA-HAMILTON CORP.

B-L-H electronic transducers measure forces with new ease and accuracy. (In Scientific American, Apr. 1958, p.2) Appl. author: Gray & Rogers Advertising. © Electronics & Instrumentation Division, Baldwin-Lima-Hamilton Corp.; 1Apr58; KK134105.

A giant squeeze, measured and controlled by B-L-H load cells. (In Control engineering, Apr. 1958, p.157) Appl. author: Gray & Rogers Advertising. © Electronics & Instrumentation Division, Baldwin-Lima-Hamilton Corp.; 1Apr58; KK134054.

Here's why B-L-H electronic transducers are preferred for force measurements. (In Control engineering, May 1958, p.66) Appl. author: Gray & Rogers Advertising. © Electronics & Instrumentation Division, Baldwin-Lima-Hamilton Corp.; 1May58; KK134067.

News from B-L-H; introducing the new and complete line of I-V multi-range fatigue testers. (In Material in design engineering, Nov. 1957, p.28-29) Appl. author: Gray & Rogers Advertising. © Electronics & Instrumentation Division of Baldwin-Lima-Hamilton Corp.; 5Nov57; KK130629.

BALDWIN-LIMA-HAMILTON CORP. Cont'd.

News from B-L-H; versatile Mark G servomatic testing machine features fixed test center. (In Materials in design engineering, Feb. 1958, p.56-57) Appl. author: Gray & Rogers Advertising. © Electronics & Instrumentation Division of Baldwin-Lima-Hamilton Corp.; 1Feb58; KK133612.

Rocket engine thrust; precision measured by B-L-H load cells. (In Missiles & rockets, Apr. 1958, p.33) Appl. author: Gray & Rogers Advertising. © Electronics & Instrumentation Division of the Baldwin-Lima-Hamilton Corp.; 1Apr58; KK134158.

Timber failure: at 4,840,000 lb. in a giant B-L-H universal testing machine. (In Materials in design engineering, Apr. 1958, p.241) Appl. author: Gray & Rogers Advertising. © Electronics & Instrumentation Division, Baldwin-Lima-Hamilton Corp.; 1Apr58; KK134283.

BALE PIN CO. ©

Honor and service awards sponsors; Honor Society sponsors. Dept. E-13. Honor jewelry and fund raiser pins. Series 100 [and other items] NM: additions. © 12Mar58; KK132797.

Music director. Dept. E-10. Music jewelry and fund raiser pins. No.230 pin and guard set [and other items] NM: additions. © 13Feb58; KK132108.

No.230 pin and guard set. NM: additions. © 13Jan58; KK131483.

Parent-Teacher Ass'n. President. Dept. E-12. No.230 pin and guard set [and other items] NM: additions. © 7Mar58; KK132493.

Principal. Dept. E-9. Fund raiser pins. No.230 pin and guard set [and other items] NM: additions. © 6Feb58; KK132111.

Sponsors of language clubs. Dept. E-14. Pins for language clubs. No.1442C pin and guard [and other items] NM: additions. © 22Mar58; KK132825.

Student council pins. No.F105B pin and guard [and other pins] NM: additions. © 27Dec57; KK130977.

Yearbook or journalism sponsor. Dept. E-11. No.2224C pin and guard [and other pins] NM: additions. © 28Feb58; KK132350.

BALL BROS. CO. ©

Ball dome lids won't rust; enamel lining protects your jam, jelly, all home canning best. (In Household, June 1958, p.54) Appl. author: Applegate Advertising Agency, Inc. © 20May58; KK134899.

Even tall girls go for half-pints, the smart way to put up home-made jam or jelly. (In The American girl, June 1958, p.5) Appl. author: Applegate Advertising Agency, Inc. © 26May58; KK134900.

If you were a doctor's wife, which nurser would you use? Hygeia nurser. (In Baby talk, Feb. 1958, p.36) Appl. author: Applegate Advertising Agency, Inc. © 20Jan58; KK132182.

If you were a doctor's wife, which nurser would you use? Hygeia nurser. (In Our Sunday visitor, Jan. 19, 1958, p.4) Appl. author: Applegate Advertising Agency, Inc. © 15Jan58; KK132603.

Now, teach jam and jelly-making any month of the year; can or freeze jars. (In Practical home economics, Feb. 1958, p.79 & 91) Appl. author: Applegate Advertising Agency, Inc. © 20Jan58; KK132183.

To give your canning the best protection, you need Ball dome lids. (In Household, July 1958, p.65) Appl. author: Applegate Advertising Agency, Inc. © 20Jun58; KK135334.

BALL O' SUNSHINE PRODUCTS, INC. ©
I'm really pickled; pickled eggs. Contents: 36 grade A eggs. © 50Oct57; KK132644.

BALLEIS, PETER. ©
LBZ 22. (Clock top) © 23Apr58; KK135164.

BANKER (R. C.) & CO. ©
For just one red cent; Big bargain bedding sale [and 6 other] ads. (1 cent sale) (Add-a-color series) © 3Jan58; KK131507.

BARNETT DAVIS, INC. ©
Special 1-carat diamond promotion; a complete, flexible, ready-to-use newspaper campaign. Ad mats 1-C1--1-C6. © 16Jun58; KK135057.

BARRICINI, INC. ©
Book of Esther. The greatest name in Kosher candy. 5 1/2 ounces net. © 15Feb58; KK132521.
Happy Torah parade. The greatest name in Kosher candy. 8 ounces net. © 26Aug57; KK132525.

Hebrew alphabet symbols. The greatest name in Kosher candy. 8 ounces net. © 10Mar58; KK133292.

Hebrew alphabet symbols insert. © 10Mar58; KK133291.

Kosher for Passover. Milk assorted miniatures. One pound net. © 10Mar58; KK132520.

The meaning of Passover symbols; the Seder, step by step. The greatest name in Kosher candy. © 7Mar58; KK132522.

Purim. A Barricini original. Contains: milk chocolate, semi-sweet chocolate. One pound net. © 15Feb58; KK132523.

The Purim story. © 15Feb58; KK132524.

Rozshinkes and Mandlen. Raisins and almonds. One pound net. © 23Oct57; KK131008.

BARTHOLOW & CO. ©
Jack-o-lantern charcoal starter. Appl. author: Dave Bartholow. © 29Apr58; KK133831.

BARTON'S CANDY CORP. ©
Famous for continental chocolates; bonbonniere. Easter eggs. Net weight one pound. © 1Apr58; KK133698.
Good luck; famous for continental chocolates; bonbonniere. One pound net. © 14Mar58; KK132809.
How to fix it so you always enjoy TV; TV Munch by Barton's bonbonniere. (In The New York times, Jan. 19, 1958, p.85) Appl. author: Doyle Dane Bernbach, Inc. © 19Jan58; KK131373.
The inside story of Barton's 73 gift packages; bonbonniere; famous for continental chocolates. (In The New York times, Dec. 15, 1957, p.72) Appl. author: Doyle Dane Bernbach, Inc. © 15Dec57; KK131493.
Milk mocca; famous continental chocolate; bonbonniere. 2 1/4 oz. net. © 15Jan58; KK132012.

Orange cream; famous continental chocolate; bonbonniere. 2 1/4 oz. net. © 15Jan58; KK132009.
Paris 1890 by Barton's bonbonniere; 78 delicious continental chocolate miniatures. (In The New York times magazine, Dec. 15, 1957, p.44) Appl. author: Doyle Dane Bernbach, Inc. © 15Dec57; KK131492.

Petits Fours covered with chocolate; bonbonniere. 8 pieces; net weight 4 oz. © 15Jan58; KK132013.
Purim surprise package; bonbonniere. © 11Feb58; KK132143.

Raspberry cream; famous continental chocolate; bonbonniere. 2 1/4 oz. net. © 15Jan58; KK132010.

She'll eat her heart out ... when it's filled with continental chocolates; bonbonniere. (In The New York times, Feb. 9, 1958, p.82) Appl. author: Doyle Dane Bernbach, Inc. © 9Feb58; KK132068.

Truffel; famous continental chocolate; bonbonniere. 2 1/4 oz. net. © 15Jan58; KK132011.

Moses and the burning bush; the story of Passover begins here. (In The New York times, Mar. 9, 1958, p.89) Appl. author: Doyle Dane Bernbach, Inc. © 9Mar58; KK133051.

No, no, no, keep your money; to introduce you to our new Parisian Petits Fours, we give you a box free with ... continental chocolates. Bonbonniere. (In The New York times, Feb. 16, 1958, p.36) Appl. author: Doyle Dane Bernbach, Inc. © 16Feb58; KK132360.

On Easter morning, give them eggs a la Barton's; bonbonniere. (In The New York times magazine, Mar. 23, 1958, p.76) Appl. author: Doyle Dane Bernbach, Inc. © 23Mar58; KK133052.

BAUER (ADRIAN) & ALAN TRIPP, INC. ©
Miracle instant Brewmaster set; all you do ... is to open a savings account of \$25. Cayuga Federal Savings & Loan Assn. (In Jewish exponent, Jan. 3, 1958, p.5) © 3Jan58; KK132544.

To show our appreciation; free only at Cayuga ... when you open a new account; miracle instant Brewmaster set. Cayuga Federal Savings. © 3Jan58; KK131313.

BAUER, JACK. ©
Honeysuckle miniature bagel donuts, the most delicious hard candies you ever tasted. © 11Mar57; KK132926.

BEACON CO. ©
All-Brands wax remover. Contents 16 ounces; one pint. Appl. states: prev. pub. 10Aug55; KK109192. NM: design & name. © 25Nov57; KK131459.

No matter what your children are up to, Beacon wax gives the gleaming Beacon protection; for linoleum, vinyl. (In Boston daily globe, Nov. 22, 1957, p.44) Appl. states: prev. pub. KK130770. NM: revision. © 22Nov57; KK133484.

On the record; appointments, expense and notes. One of the world's largest wax makers. © 26Feb58; KK133249.

Quik-Gloss, self-polishing wax. Contents 1/2 gallon. Appl. states: prev. pub. 11Jul55; KK108455. NM: design. © 25Nov57; KK131460.

Stops child scuffing; wax. (In Boston evening American, Jan. 30, 1958, p.41) © 30Jan58; KK133485.

- BECTION, DICKINSON & CO. ©**
Facts about hypodermic needles;
B-D. NB-57. © 11Sep57;
KK131142.
For sound diagnosis; stethoscopes
by B-D. No.5209, B-D dual stetho-
scope [and other styles]
© 26Feb58; KK133421.
- BELL, BENNY, pseud. of BENJAMIN SAM-
BERG. SEE Samberg, Benjamin.**
- BELL BAKERIES, INC. ©**
Big Dandee enriched bread. Net
weight 1 1/4 lbs. © 20May57;
KK132747.
- BELL ENTERPRISES, INC. ©**
Jewish-American novelty tunes;
Kosher comedy. Plain English
with incidental Yiddish by Benny
Bell, pseud. of Benjamin Samberg.
Pincus the peddler [and 4 other
tunes] © 18Feb58; KK132581.
- BEMUS GAME CO. ©**
Gun-Smoke. Appl. author: George C.
Bemus. © 25Jan58; KK132060.
- BENDER IMPORT & EXPORT CO., INC. ©**
Gladice, new invisible hair, human
hair net. © 1Aug57; KK132132.
- BENDIX-WESTINGHOUSE AUTOMOTIVE AIR
BRAKE CO. ©**
Air brake system safety check.
Tractor; trailer. Leakage tests.
Form no.BW 1153. Appl. author:
Howard J. Begin. © 18Mar58;
KK135007.
- BENEFICIAL FINANCE CO. ©**
Here's your 1958-59 Beneficial
international cash-credit card.
It's vacation time again.
© 28May58; KK134758.
- BENEFICIAL LIFE INSURANCE CO. ©**
Childhood. © 20Dec57; KK133295.
- BENNETT, T. W.**
Nu-Seal; the newness of this elec-
trical appliance is guaranteed.
© T. W. Bennett & Glenn A. Young;
1Feb58; KK133164.
- BENSON, ARTHUR A. ©**
The new Clamp-Plier tool for fast and
efficient installation of Adel
clamps. © 25Feb58; KK133396.
- BENTLEY, H. C. & HERBERT E. SCHIBELLE**
composing the partnership BENTLEY &
SCHIBELLE TRADING CO. SEE Bentley
& Schibelle Trading Co.
- BENTLEY & SCHIBELLE TRADING CO.**
Tube raft. © Bentley & Schibelle
Trading Co., a partnership con-
sisting of H. C. Bentley & Herbert
E. Schibelle; 18Apr58; KK134145.
- BENZIGER BROS., INC. ©**
Church goods for church, rectory,
convent, school and home. NM:
new text & pictorial matter.
© 19Feb58; KK133129.
- BERLAND, JOSEPH. ©**
Going steady sweetheart ring with
genuine diamond; teenage sensation.
Brown's. (In Highland Parker,
Highland Park, Mich.) Appl. au-
thor: Simons-Michelson Co.
© 1May58; KK134629.
- BERNARD FRANKLIN CO., INC. ©**
In garage storage, space economy
begins with BFC Garage-A-Tier Rak.
No.GAT3000. © 27Nov57;
KK135279.
- BERT, SAMUEL. ©**
Snow magic cone; refreshing flavors.
© 21Dec57; KK131406.
- BERVEN RUG MILLS, INC. ©**
For better service, there's a Ber-
ven office wherever you are.
(Miracle loom) (In Home furnish-
ings daily, Jan. 7, 1958, p.85)
© 7Jan58; KK131797.
- BEST & CO., INC. ©**
It all adds up; 10 good reasons to
shop; the Liliputian Bazaar. (In
New York herald tribune, Apr. 6,
1958, p.5) © 6Apr58; KK133198.
- BEST WESTERN YEARBOOK CO.**
How to build a better yearbook; a
Best Western do-it-yourself kit.
© Alvar L. Yelvington d.b.a. Best
Western Yearbook Co.; 15Nov57;
KK133118.
- BILLY BOY PRODUCTS, INC. ©**
Gasket caddie. No.1. © 7May58;
KK134671.
- BISHOP (HAZEL) INC. ©**
Nationwide tests ... proved 77 women
out of 100 want this new extra
change-over lipstick; formula 77.
(In Chain store age, Jan. 1957,
p.10) © 10Jan57 (in notice:
1956); KK133477.
- BLACK, STARR & GORHAM, INC. ©**
The carat in your diamond. (In The
New York times, Apr. 23, 1958,
p.16) © 23Apr58; KK133975.
Clarity in your diamond. (In The
New York times, Apr. 20, 1958,
p.52) © 20Apr58; KK133678.
Color in your diamond. (In The New
York times, Apr. 13, 1958, p.118)
© 13Apr58; KK133376.
Cut in your diamond. (In The New
York times, Apr. 16, 1958, p.16)
© 16Apr58; KK133962.
The terminology of diamonds. (In
The New York times, Apr. 27, 1958,
p.59) © 27Apr58; KK134499.
- BLATZ BREWING CO. ©**
Now at local prices, Milwaukee's
favorite premium beer. [Man with
bottle for body] (In Fort Wayne
journal-gazette, Fort Wayne, Ind.,
Feb. 5, 1958, p.2) Appl. author:
Alin Blatchley. © 5Feb58;
KK133298.
Now at local prices, Milwaukee's
favorite premium beer. [Man with
can for body] (In Fort Wayne jour-
nal-gazette, Fort Wayne, Ind.,
Feb. 12, 1958, p.16) Appl. au-
thor: Alin Blatchley. © 12Feb58;
KK133297.
- BLISH, MATTHEW B. d.b.a. METRO COPY
CO. SEE Metro Copy Co.**
- BLOOD BROS. MACHINE DIVISION, ROCKWELL
SPRING & AXLE CO. SEE Rockwell
Spring & Axle Co.**
- BLUE CROSS OF NORTHEAST OHIO. ©**
Live long and like it; carelessness
imperils life itself, carefulness
brings happiness. Blue Cross pro-
vides ... hospital service. (In
The Cleveland press, Feb. 17,
1958, p.18) Appl. author: Jona-
than F. Davis. © 17Feb58;
KK132141.
Live long and like it; he had
their heater checked, he didn't.
It opens the door to needed
hospital service. (In Cleveland
press, Feb. 3, 1958, p.12)
Appl. author: Jonathan F. Davis.
© 3Feb58; KK131844.
Live long and like it; this home
had a safety program, this one
didn't. (In The Cleveland press,
Jan. 20, 1958, p.23) Appl. au-
thor: Jonathan F. Davis.
© 20Jan58; KK131518.
- Thoughtlessness imperiled this
child's health, carefulness
brought happiness in this home;
live long and like it. Blue Cross
provides ... hospital service.
(In The Cleveland press, Mar. 3,
1958, p.18) Appl. author: Jona-
than F. Davis. © 3Mar58;
KK132577.
- BLUMBERG, JERRY. ©**
We do both glasses & contacts;
quality is never out of style.
(In The Detroit news, Sept. 29,
1957, p.A-9) © 29Sep57;
KK131096.
- BOCKSTADTER, BERT. ©**
This is an original Ova-Nova re-
usable showcard & sign panel.
© 11Apr58; KK134166.
- BOLD MAGIC CO.**
Odorless, new Bold Magic cleans
everything; just wipe, no rinse.
© Marie Wickless d.b.a. Bold Magic
Co.; 29Oct57; KK134894.
- BOND FOUNDRY & MACHINE CO. ©**
Built-for-the-job industrial truck
casters and wheels. Leaflet
no.R-64. © 2May58; KK134207.
- BONESSI, EGIDIA. SEE Shetsler, Egidia
Bonessi.**
- BONNIE BRANDS, INC. ©**
Blue Bird Michigan peat for happy
gardening. 25 lbs. Appl. au-
thor: Philip H. Hamerslough, Jr.
© 13Jan58; KK131294.
Bonnie Lass Michigan peat.
25 lbs. Appl. author: Philip H.
Hamerslough, Jr. © 13Jan58;
KK131293.
- BOONE BAIT CO., INC. ©**
Distinctive plugs; lures.
Appl. author: J. S. Showalter.
© 20Dec57; KK131232.
- BORDEN CO. ©**
Berries, cereal, coffee; everything
tastes better with Borden's Half
and Half, said Elsie, the Borden
cow. (In Look, Apr. 29, 1958,
p.67) © 15Apr58; KK133536.
Bremil; liquid infant food.
Contents 13 fl. oz. © 19Dec57;
KK131508.
Done in a sprinkling; Spaghetti
supreme. Grated Parmesan and
Romano cheese. (In Good house-
keeping, Mar. 1958, p.35)
© 20Feb58; KK133233.
Drink Borden's skim to keep you
slim, says Elsie, the Borden cow.
Fortified skimmed milk. (In
Life, Jan. 13, 1958, p.72)
© 16Jan58; KK131510.
Econ-o-way ice cream. One pint
liquid. © 10Oct57; KK135032.
Evaporated milk formula guide for
average babies. Index card V-32.
© 11Mar58; KK133234.
Extra fluffy, instant whipped
potatoes. Net wgt. 5.25 ozs.
© 31Mar58; KK135033.
It's all over town, boomed Elmer,
just to make it easy ... new
products for the home handyman.
(In Sunset, Feb. 1958, p.133)
© Borden Co. (in notice: Borden
Co., Chemical Division); 25Jan58;
KK132939.
The new easy twist cap keeps Borden
cheese spreads fresh, says Elsie,
the Borden cow. Pickle-in-the-
middle wheels [and 2 other reci-
pes] (In Woman's day, Dec. 1957,
p.18) © 25Nov57; KK131509.

BORDEN CO. Cont'd.

New, new; Elsie comes up with a terrific potato idea; instant whipped potatoes. Elsie [and her twins] (In The Hartford times, Apr. 24, 1958, p.36) © 24Apr58; KK135140.

New, new; Elsie comes up with a terrific potato idea; instant whipped potatoes. I've never served potatoes as smooth. (In The Hartford times, May 1, 1958, p.32) © 1May58; KK135139.

Noah's Ark sugar cookies; open here for patterns and recipes. Star-lac powder. © 2Jan58; KK132937.

Starlac, the heart of milk, is the heart of good healthful eating; nonfat dry milk. Ham Roll-ups. (In True story, Apr. 1958, p.93) © 7Mar58; KK133535.

We must plan meals with plenty of protein, said Elsie, the Borden cow. Cottage cheese. (In The Saturday evening post, Feb. 22, 1958, p.92) © 18Feb58; KK132938.

You'll love it, too, don't miss this cheery cherry treat, says Elsie, the Borden cow. Cherry vanilla ice cream. (In The Saturday evening post, Feb. 15, 1958, p.18) © 11Feb58; KK132940.

BORGHESE (MARCELLA) INC. SEE
Princess Marcella Borghese.

BORGHESE (PRINCESS MARCELLA) INC.
SEE Princess Marcella Borghese.

BOSTON PRINT. CO.

Home and away, Boston Red Sox; 1958 schedule. Second Bank-State Street Trust Co. © Nathan R. Krock d.b.a. Boston Print Co.; 12Feb58; KK133608.

Home and away schedule for Yankees. (New York Yankee baseball schedule calendar) On verso: College football games for 1958. First National Bank. © Nathan R. Krock d.b.a. Boston Print. Co.; 12Feb58; KK133084.

New York Yankees; 1958 schedule; home and away. Second National Bank of New Haven. © Nathan R. Krock d.b.a. Boston Print. Co.; 12Feb58; KK132829.

Phillies 1958 schedule. First Pennsylvania Banking & Trust Co. (Philadelphia Phillies) © Nathan R. Krock d.b.a. Boston Print. Co.; 4Mar58; KK132428.

Pittsburgh Pirates; 1958 schedule; home and away. The Dollar Savings Bank. © Nathan R. Krock d.b.a. Boston Print. Co.; 12Feb58; KK132299.

Schedule for 1958; home, away; Baltimore Orioles. First National Bank. © Nathan R. Krock d.b.a. Boston Print. Co.; 12Feb58; KK132298.

White Sox-Cubs; 1958 home schedule. (Chicago White Sox and Chicago Cubs) City National Bank & Trust Co. © Nathan R. Krock d.b.a. Boston Print. Co.; 12Feb58; KK132300.

BOTALCO PRODUCTS. ©

Alcoholado; for external use only. 4 fl. ozs. Appl. author: Jacinto Sosa. © 12Dec57; KK130669.

BOTANY MILLS, INC. ©

Here is clothing tailoring in casual clothes; Botany 500 holiday casuals. Tailored by Daroff. [Endorsed by] Tina Leser. (In Sports illustrated, Mar. 25, 1957, p.32) Appl. author: A. J. Silberstein-B. Goldsmith, Inc. © 25Mar57; KK133523.

BOUCHER, LELAND S. ©

Shur Ketch fish catcher. © 15Apr58; KK133585.

BOURNS LABORATORIES, INC. ©

Does this mean we're through?

Designers and manufacturers of potentiometer transducers, potentiometers, electronic equipment. © 6Jan58 (in notice: 1957); KK132311.

What's your name again, dearie?

Designers and manufacturers of potentiometer transducers, potentiometers, electronic equipment. © 9Dec57; KK132310.

BOWMAN DAIRY CO. ©

Even luckier since the holidays, this Bowman 2-milk family. Bowman grade A is rich; Sta-Slim is low in calories. (In Chicago daily tribune, Jan. 30, 1958) © 30Jan58; KK132185.

Should yours be another Bowman 2-milk family? Grade A is rich; Sta-Slim is low in calories. (In Chicago daily news, Feb. 6, 1958, p.18) © 6Feb58; KK132742.

BOWMAN ENTERPRISES. ©

This gift certificate entitles you to your choice of any one magazine subscription; subscription gift certificate. Appl. author: J. Julian Bowman. © 1Dec57; KK132234.

BRACH (E. J.) & SONS. ©

Candy round-up. El rancho candy [and 5 other kinds of] candy. (In Life, May 12, 1958, p.53) © 8May58; KK134691.

Yummy; Brach's Easter candies. Chocolate covered creme eggs. Bugs Bunny. (In Life, Mar. 24, 1958, p.129) © 20Mar58; KK133348.

BRAWNER, ROBERT. ©

Easy chair shop'n sheets. © 28Mar58; KK133656.

BRECK (JOHN H.) INC. ©

Beautiful Hair; Banish, dandruff treatment shampoo. © 19Nov57; KK135273.

Beautiful hair; hair set mist. Net weight 5 1/2 oz. © 29Jan57; KK135274.

Beautiful hair; shampoo for dry hair. Contents 4 fl. oz. © 4Jun57; KK135275.

Beautiful hair; shampoo for normal hair. Contents 8 fl. oz. © 4Jun57; KK135276.

Beautiful hair; shampoo for oily hair. Contents 1 pint. © 4Jun57; KK135277.

Beautiful hair; there are three Breck shampoos. Donna Phelan with 3, 8-oz. color coded bottles of shampoo. (In Ladies' home journal, Feb. 1958, p.3 of cover) © 28Jan58; KK132086.

Beautiful hair; there are three Breck shampoos. Jean Dernago & 3 8-oz. bottles of shampoo. (In Ladies' home journal, May 1958, p.130) © 28Apr58; KK133834.

Beautiful hair; there are three Breck shampoos. Patty Beal with 3, 8-oz. bottles of shampoo. (In Ladies' home journal, Jan. 1958, p.3 of cover) © 30Dec57 (in notice: 1958); KK131960.

Beautiful hair is healthy hair; Banish, dandruff treatment shampoo. Blonde with brush; 8 oz. liquid Banish [and box] (In Ladies' home journal, Mar. 1958, p.51) © 28Feb58; KK132574.

Beautiful hair is healthy hair; Banish, dandruff treatment shampoo. Blonde with brush; face in mirror [bottle & box] (In Ladies' home journal, Apr. 1958, p.137) © 28Mar58; KK132997.

Hair set mist. Mae Connolly, blonde no.119, and 5 1/2 oz. hair set. (In Ladies' home journal, June 1958, p.4 of cover) © 26May58; KK134773.

Man of tomorrow; there are three Breck shampoos. Jay Breck with 3, 6-oz. plastic bottles of shampoo. (In Sports illustrated, Nov. 25, 1957, p.E17) © 22Nov57; KK131962.

BRENNER, SIMON. ©

Interstate traveler's check; good only in Sinclair service stations. For consumers of gas, oil, tires. © 19Mar58; KK133511.

BRIGGS, --.

Working hard. SEE American Dairy Assn.

BRISTOL-MYERS CO. ©

Cut-out tooth model. New Ipana with germ-killing WD-9. Appl. author: Sally Dickson Associates. © 31Jan58; KK131915.

Greetings and salutations;

Trushay's timely hand care program. Appl. author: Sally Dickson Associates. © 12Mar57; KK131164.

What you can do about colds and flu; relieve muscle aches and headaches with ... Bufferin. Appl. author: Sally Dickson Associates. © 29Jan58; KK133265.

BROMO-MINT CO. d.b.a. KENNER PRODUCTS CO. SEE Kenner Products Co.

BROWN & WILLIAMSON TOBACCO CORP. ©

Are you getting your? Viceroy, filter tip cigarettes, king-size; filter Koal, mild menthol king-size cigarettes. (In Vend, Jan. 1958, p.52) Appl. author: Ted Bates & Co., Inc. © 6Jan58; KK131207.

Light one; discover Viceroy gives you more; filter tip cigarettes. Crush-proof flip-open box. (In New York Amsterdam news, Jan. 25, 1958, p.5) Appl. author: Ted Bates & Co., Inc. © 25Jan58; KK132053.

Light one; discover Viceroy gives you more; filter tip cigarettes. Familiar pack or crush-proof box. (In TV guide, Philadelphia, Feb. 3, 1958, p.4 of cover) Appl. author: Ted Bates & Co., Inc. © 3Feb58; KK132052.

Light one, discover Viceroy gives you more of what you change to a filter for. Cary Middlecoff. (In Brooklyn daily, Mar. 28, 1958, p.5) Appl. author: Ted Bates & Co., Inc. © 28Mar58; KK133788.

Light one, discover Viceroy gives you more of what you change to a filter for. [Cigarette burning in ash tray; two open boxes of cigarettes] Appl. author: Ted Bates & Co., Inc. © 1Jan58; KK131209.

Light one, discover Viceroy gives you more of what you change to a filter for. [Cigarette burning in ash tray; two open boxes of cigarettes; cigarette box] Appl. author: Ted Bates & Co., Inc. © 1Jan58; KK131210.

Light one, discover Viceroy gives you more of what you change to a filter for. [Endorsed by] Cary Middlecoff. (In The Pointer, Feb. 14, 1958, p.10) Appl. author: Ted Bates & Co., Inc. © 14Feb58; KK132578.

Light one, discover Viceroy gives you more of what you change to a filter for; familiar pack or crush-proof box. (In TV guide, New York, metropolitan ed., Apr. 5, 1958, p.4 of cover) Appl. author: Ted Bates & Co., Inc. © 5Apr58; KK133789.

Light one, discover Viceroy gives you more of what you change to a filter for. [Flame from lighter burning cigarette] (In Ebony, Feb. 1958, p.32) Appl. author: Ted Bates & Co., Inc. © 13Jan58; KK131212.

Light one, discover Viceroy gives you more of what you change to a filter for. (In Life, Apr. 28, 1958, p.151) Appl. author: Ted Bates & Co., Inc. © 23Apr58; KK134074.

Light one; discover, Viceroy gives you more of what you change to a filter for. (In TV guide, May 3, 1958, New York metropolitan ed., p.3 of cover) Appl. author: Ted Bates & Co., Inc. © 3May58; KK134583.

Light one, discover Viceroy gives you more of what you change to a filter for. [Man in eyeglasses lighting cigarette] (In TV guide, Jan. 4-10, 1958, p.4 of cover) Appl. author: Ted Bates & Co., Inc. © 1Jan58, KK131208.

This Christmas give the cigarette with 20,000 filter traps in every tip; Viceroy. (In New York journal-American, Dec. 22, 1957, p.8-L) Appl. author: Ted Bates & Co., Inc. © 22Dec57; KK131211.

We've put a speedometer on the stars. Viceroy. (In Eastern State news, Eastern State college, Charleston, Ill., Feb. 5, 1958, p.5) Appl. author: Ted Bates & Co. © 5Feb58; KK135280.

We've put a speedometer on the stars. Viceroy filter tip. (In South Coloradian, Adams State College, Alamosa, Colo., Feb. 7, 1958, p.2) Appl. author: Ted Bates & Co., Inc. © 7Feb58; KK134071.

What does this fruit have to do with this cigarette filter? Viceroy. (In Arizona wildcat, Tucson, Ariz., Mar. 26, 1958, p.2) Appl. author: Ted Bates & Co., Inc. © 26Mar58; KK13327.

What does this fruit have to do with this cigarette filter? Viceroy. (In The Denver clarion, Mar. 28, 1958, p.8) Appl. author: Ted Bates & Co., Inc. © 28Mar58; KK133629.

With the help of this tiny, sparkling filter, you can guide a rocket across half a world; Viceroy. (In Texas Western College prospector, El Paso, Tex., May 9, 1958, p.5) Appl. author: Ted Bates & Co., Inc. © 9May58; KK134582.

With this filter, if you were thirsty enough, you could drink the ocean dry; new crush-proof flip-open box. Viceroy. (In The Stanford daily, Stanford University, Stanford, Calif., Mar. 3, 1958, p.3) Appl. author: Ted Bates & Co., Inc. NM: illus. © 3Mar58; KK133747.

With this filter, if you were thirsty enough, you could drink the ocean dry; Viceroy. (In South Coloradian, Adams State College, Alamosa, Colo., Feb. 28, 1958) Appl. author: Ted Bates & Co., Inc. © 28Feb58; KK133746.

BROWN DRUG & CHEMICAL CO. © Beautiful hair; Beauty Glow hairset mist. Net weight 14 oz. Appl. author: Henry B. Long. © 26Feb58; KK132431.

BROWN-FORMAN DISTILLERS CORP. © Congratulations to a winning team. Old Forester; Early Times. (In Patterson's California beverage gazetter, Mar. 1958, p.73A) Appl. author: Erwin, Wasey, Ruthrauff & Ryan, Inc. © 1Mar58; KK133581.

Feature this label for steady premium profits; Old Forester, Kentucky straight bourbon. (In Liquor store, Apr. 1958, p.52) Appl. author: Erwin, Wasey, Ruthrauff & Ryan, Inc. © 1Apr58; KK133577.

Judge the truth of the label's promise: There is nothing better in the market. Old Forester, Kentucky straight bourbon. (In Commercial appeal, Apr. 9, 1958, p.21) Appl. author: Erwin, Wasey, Ruthrauff & Ryan, Inc. © 9Apr58; KK134828.

Kansas City's thoughtful hosts look for the label; Old Forester, Kentucky straight bourbon. (In Kansas City independent, Feb. 8, 1958, p.15) Appl. author: Erwin, Wasey, Ruthrauff & Ryan, Inc. © 8Feb58; KK133579.

Old Forester offers you this classic bourbon snifter. (In Chicago tribune, Apr. 10, 1958, sports section, p.3) Appl. author: Erwin, Wasey, Ruthrauff & Ryan, Inc. © 10Apr58; KK133583.

The supreme test of a fine bourbon; Old Forester. (In Life, Apr. 7, 1958, p.113) Appl. author: Erwin, Wasey, Ruthrauff & Ryan, Inc. © 3Apr58; KK133580.

The supreme test of a fine bourbon; try it yourself. Old Forester. (In Star telegram, Fort Worth, Tex., Apr. 9, 1958, p.23) Appl. author: Erwin, Wasey, Ruthrauff & Ryan, Inc. © 9Apr58; KK134829.

Your taste agrees with the label's eighty nine year old promise; Old Forester, Kentucky straight bourbon. (In Town & country, Jan. 1958, p.3 of cover) Appl. author: Erwin, Wasey, Ruthrauff & Ryan, Inc. © 1Jan58; KK133572.

BRUCE (E. L.) CO. © Bruce-Terminix professional insecticide; now for home use. Appl. author: Charles Rhew. © 17Jun58; KK135157.

Don't be alarmed if you see flying termites; Terminix, world's largest in termite control. Appl. author: Charles Rhew. © 3Jun58; KK134771.

Tips on how to use the Bruce Nailrite to install Bruce Crestwood floors. Model CW-1. Appl. author: Claude Taylor. © 20Feb58; KK132184.

BRYANT, FREDERICK W. © Tu-wik lighter with its revolutionary ... Loop-Wick-Bight. © 21Nov57; KK131578.

BRYANT MANUFACTURING CO. © Again in '58, Bryant leads the way with new Robo-trol heating. (In Air conditioning & refrigeration news, Mar. 31, 1958, p.16) Appl. author: Applegate Advertising Agency, Inc. © 31Mar58; KK133461. Certified Bryant, Doctor of Heating, certificate of qualification. Appl. author: Applegate Advertising Agency, Inc. © 21Feb58; KK132602.

Certified Bryant, Doctor of Heating, inspection service bond. Appl. author: Applegate Advertising Agency, Inc. © 21Feb58; KK132601.

Get this \$3.75 value free, when you order a Doctor of Heating furnace inspection; get your airguide outdoor thermometer now. Appl. author: Applegate Advertising Agency, Inc. © 21Feb58; KK132600.

It's furnace inspection time; Doctor of Heating. Genuine airguide thermometer. Appl. author: Applegate Advertising Agency, Inc. © 21Feb58; KK132599.

Meet the team that gives you the utmost in residential heating; Doctor of Heating. Now Bryant ... Robo-trol, automatic heating. Appl. author: Applegate Advertising Agency, Inc. © 21Feb58; KK132598.

Now Bryant scientific research developments bring you Robo-trol, automatic heating that breaks through the comfort barrier. (In The Saturday evening post, Apr. 5, 1958, p.8-9) Appl. author: Applegate Advertising Agency, Inc. © 1Apr58; KK133460.

BUCKEYE CORP. Nature's finest food; live, tender, green grass every day of the year for livestock and poultry. Grass Incubator. © Buckeye Incubator Co., division of the Buckeye Corp. (In notice: Buckeye Incubator Co., Hydroponics Division); 20Jan58; KK134917.

BUCKEYE INCUBATOR CO., division of BUCKEYE CORP. SEE Buckeye Corp.

BUEGELEISEN & JACOBSON, INC. © How to assemble your clarinet; prepared by Martin Freres Woodwinds. Appl. author: Lester Merkin. © 25Aug57; KK131196.

Martin Freres bass clarinet fingering chart, by Lester Merkin. © 25Oct57; KK131197.

Martin Freres clarinet fingering chart, by Lester Merkin. © 22Sep57; KK131194.

Martin Freres oboe fingering chart, by Lester Merkin. © 11Sep57; KK131195.

BUENA VISTA CAFE. © Tully O'Dew Pot Still, imported Irish whiskey. © 17Apr58; KK133799.

BULLDOG ELECTRIC PRODUCTS CO. © Makes your kitchen seem twice as big; Electrostrip. (In Better homes & gardens, Feb. 1957, p.9) © 26Jan57; KK134371.

BULLDOG ELECTRIC PRODUCTS CO. SEE
ALSO I-T-E Circuit Breaker Co.

BURLINGTON INDUSTRIES, INC. ©
Burlington weaves a philosophy of
progress. Untarnished brass;
Burlington prefers its executives
young. (In Middletown times her-
ald, Middletown, N. Y., Mar. 7,
1958) © 7Mar58; KK133127.

BURNDY CORP. ©
Hyfen; for use with the Hyfematic.
Hyfen contacts for automatic
installation. Appl. author:
Gary Singer. © 18Mar58;
KK133017.

BURPEE (W. ATLEE) CO. ©
Grass seed mixture; all purpose.
Net weight 1 pound. © 14Jan58;
KK132099.

BURT, CHARLES M. ©
Gelatin Glory for problem hair;
a dietary supplement. 90 ten-gr.
capsules. © 15Oct57; KK131029.

BUTLER PAPER PRODUCTS CO. ©
Chocolate. Handy-Serv; terr.
des. 1010. Half-gallon liquid.
© 2Jan58 (in notice: 1957);
KK131969.

Chocolate ripple. Handy-Serv;
terr. des. 1010. Half-gallon
liquid. © 2Jan58 (in notice:
1957); KK131970.

Handy-Serv; terr. des. 1010.
Half-gallon liquid. © 2Jan58
(in notice: 1957); KK131968.

Neapolitan. Handy-Serv; terr.
des. 1010. Half-gallon liquid.
© 2Jan58 (in notice: 1957);
KK131971.

Strawberry. Handy-Serv; terr.
des. 1010. Half-gallon liquid.
© 2Jan58 (in notice: 1957);
KK131972.

Vanilla. Handy-Serv; terr.
des. 1010. Half-gallon liquid.
© 2Jan58 (in notice: 1957);
KK131973.

Vanilla nut. Handy-Serv; terr.
des. 1010. Half-gallon liquid.
© 2Jan58 (in notice: 1957);
KK131974.

BUTTER HARDWARE CO.
Gem Dandy; Butter will give you two
free tickets to see our Braves in
action. Ladder. © Butter Hard-
ware Co. (in notice: Butter Hdwe.);
22Apr58; KK134297.

BUTTERMASTER, INC.
Ketchup. © Plastics Consolidated
Industries, division of Butter-
master, Inc.; 2Jan58; KK131280.
Powder. © Plastics Consolidated
Industries, division of Butter-
master, Inc.; 2Jan58; KK130956.

BUXTON, INC. ©
Holds this whole house of cards and
still looks slim and neat as this;
the new Thin-Fold by Buxton.
(In Life, June 9, 1958, p.95)
Appl. author: Doyle Dane Bernbach,
Inc. © 5Jun58; KK135068.
No zipper, no button, flick, it's
open; new Contour Key-Tainer.
(In Life, Mar. 10, 1958, p.86)
Appl. author: Doyle Dane Bernbach,
Inc. © 6Mar58; KK133049.
1. You take your bills out of the
change purse. 2. You carry a
purse that's slimmer. 3. That's
... this new French purse by Lady
Buxton. (In Ladies' home journal,
Apr. 1958, p.145) Appl. author:
Doyle Dane Bernbach, Inc.
© 25Mar58; KK133991.

The Smart Set by Lady Buxton, best
for your money; the sophisticated
lady chooses her accessories in a
matched set. (In Ladies' home
journal, Mar. 1958, p.15) Appl.
author: Doyle Dane Bernbach, Inc.
© 25Feb58; KK133050.
Which department makes a gross
profit of \$92 a square foot?
Small leather goods. (In Women's
wear daily, Jan. 3, 1958, p.21)
Appl. author: Doyle Dane Bernbach,
Inc. © 3Jan58; KK131374.
Which department registers so high
a profit? All right ... it's
small leather goods. (In Women's
wear daily, Jan. 31, 1958, p.9)
Appl. author: Doyle Dane Bernbach,
Inc. © 31Jan58; KK132069.
You can take your bills out through
the change purse, though you put
them in the billfold; the Spark-
lers French purse by Lady Buxton.
(In San Francisco examiner,
Dec. 8, 1957, section 2, p.10)
Appl. author: Doyle Dane Bernbach,
Inc. © 8Dec57; KK131494.

C

C. C. C., accepted alternative designa-
tion of CRESCENT CORSET CO., INC.
SEE Crescent Corset Co., Inc.

CADMAN CO. ©
Ca-Ma-Co no-rub cleaner for alumi-
num, chrome, stainless steel and
other metals. Net contents 4
ounces. © 18Dec57; KK132406.

CAL-DAK CO. ©
Bed rail, makes any bed safe for a
child. Item no.960. Appl. au-
thor: Zepha Bogert. © 15Nov57;
KK131288.
Imperial hostess cart. Item no.844.
Appl. author: Zepha Bogert.
© 15Jan58; KK131807.
Imperial roll-a-tray set; 3 tray
tables and mobile storage rack.
Item no.43. Appl. author: Zepha
Bogert. © 15Jan58; KK131805.
Imperial tray table. Item no.430.
Appl. author: Zepha Bogert.
© 15Jan58; KK131804.

Imperial tray top coffee table.
Item no.433. Appl. author:
Zepha Bogert. © 15Jan58;
KK131806.
Ironing Caddy, portable clothes
hanger. Item no.550. Appl.
author: Zepha Bogert. © 31May58;
KK135106.
King-Size black modern 5-piece
Roll-A-Tray set. Item no.45.
Appl. author: Zepha Bogert.
© 15Nov57; KK131289.
King-Size Florentine brass 5-piece
Roll-A-Tray set. Item no.48.
Appl. author: Zepha Bogert.
© 15Nov57; KK131290.
Personal hamper. Item no.540.
Appl. author: Zepha Bogert.
© 15Dec57; KK131292.
Pretty to look at; personal hamper.
Item no.540. Appl. author:
Zepha Bogert. © 15Dec57;
KK131291.
Queen-Size Venetian bronze 5-piece
tray table set. Item no.44.
Appl. author: Zepha Bogert.
© 15Nov57; KK131286.
Queen-Size Venetian bronze tray
table. Item no.440. Appl. au-
thor: Zepha Bogert. © 15Nov57;
KK131285.

Wheel-Easy Ironing Caddy, portable
clothes hanger. Item no.553.
Appl. author: Zepha Bogert.
© 31May58; KK135107.
Your most complete line of washday
work-savers; Laundry Carts.
Item no.654 [and other items]
Appl. author: Zepha Bogert.
© 15Dec57; KK131287.

CAL-DAK INDUSTRIES.
Imperial, royal family of tray
tables. Item no.844, Imperial
hostess cart [and other] items.
Appl. author: Zepha Bogert.
© Cal-Dak, accepted alternative
designation of Cal-Dak Industries;
1Apr58; KK133220.

CALED PRODUCTS CO., INC. ©
Now, spot by color; Selecta-Spot,
color-code spotting method. R-X,
oily-type paint remover [and 5
other products] © 27Feb58;
KK132684.
Spotting guide; Selecta-Spot,
color-code spotting method. R-X,
oily-type paint remover [and 5
other products] © 27Feb58;
KK132685.

CALEVAS LABORATORIES. ©
Frutnik cooler; delicious Frutnik
punch with your choice of vodka,
gin, rum, whiskey, wine. Appl.
author: George Arthur Calevas.
© 18Apr58; KK133979.

CALIFORNIA CUSTOM ACCESSORIES MANUFAC-
TURING CO. ©
George Barris Kolor Krome; the new
styling sensation for painting
chrome plated or other highly
finished metals. Candy apple red.
Stock no.KK-2. Appl. author:
Alex Kraus. © 28Feb58; KK132526.

CALVERT DISTILLERS CO. ©
It had to happen; clear heads agree
Calvert is better. Reserve, Ameri-
can blended whiskey. (In Life,
Mar. 17, 1958, p.5) © 17Mar58;
KK132984.

CAMBRIDGE WIRE CLOTH CO. ©
Gripper woven wire slings; catalog.
© 3Mar58; KK133964.

CANNON ELECTRIC CO. ©
Grounded; plugs. (In Business week,
Dec. 7, 1957, p.49) Appl. au-
thor: Willard G. Gregory & Co.
© 1Dec57; KK130940.
Inter-rupted; plugs. (In Fortune,
Apr. 1958, p.37) Appl. author:
Willard G. Gregory & Co.
© 28Mar58; KK133172.
Stopped; lost 10,000 man hours and
your high-paid help talks TV.
Plugs. (In Fortune, Feb. 1958,
p.199) Appl. author: Willard G.
Gregory & Co. © 28Jan58;
KK133524.

CAPITOL RECORDS, INC. ©
Beethoven concerto no.5 in E flat;
Emperor. Rudolf Firkusny, piano;
William Steinberg, conducting the
Pittsburgh symphony orchestra.
Full dimensional sound. PAO 8419
© 3Mar58; KK133537.

CAR INSPECTION CORP. ©
The car inspection plan covers neces-
sary repairs for a period of one
year. © 19May58; KK134465.

CAR WARRANTY CORP. ©
The car warranty plan covers neces-
sary repairs for a period of one
year. © 28Mar58; KK132987.

CAREER RECORDINGS. ©

You, too, can sing. By Maestra Egidia Bonessi [and] Kammer-saenger Fritz Shetsler. © 7Apr58; KK135286.

CARLTON MOTORS CORP. ©

Enter now, Carlton Motors welcome home contest no.1; win a new 1958 Ford plus \$1,000.00 cash bonus. (In Air Force times, Europe, Jan. 21, 1958, p.4A-5A) © 21Jan58; KK132958.
Enter now, Carlton Motors welcome home contest no.1; win a new 1958 Ford plus \$1,000.00 cash bonus. (In The American weekend, Ger., Feb. 1, 1958, p.12) © 1Feb58; KK133957.

CARNATION CO. ©

Cheese sauce in 3 minutes; no flour or shortening needed. Evaporated milk. (In Life, May 26, 1958, p.135) Appl. author: A. Culver Boyd, Jr. © 23May58; KK134581.
Contented; her doctor recommended Carnation. Evaporated milk. (In Life, May 5, 1958, p.2 of cover) Appl. author: A. Culver Boyd, Jr. © 2May58; KK134077.
Memo re: vinegar-evaporated milk formulas. © 1Jul57; KK131184.
One: New, improved Minute rice. Two: Carnation 3-minute cheese sauce. Two new shortcuts to a delicious meal in minutes. Tuna-rice au gratin. (In Life, Feb. 24, 1958, p.125) Appl. author: A. Culver Boyd, Jr. © Carnation Co. & General Foods Corp.; 21Feb58; KK133593.
Preparation for childbirth; hospital instruction program outline. © 5Dec57; KK132957.
Richer coffee flavor, far fewer calories, too; evaporated milk. (In Life, Mar. 17, 1958, p.53) Appl. author: A. Culver Boyd, Jr. © 14Mar58; KK132672.
Vinegar-evaporated milk formula. © 1Jul57; KK131183.

ARNEY, WILLIAM G., sole owner SEDGEWICK PUB. CO. SEE Sedgewick Pub. Co.

ARON CORP.

Eau de cologne Poivre. (In The New Yorker, Dec. 21, 1957, p.37) Appl. author: Parfums Caron. © Caron Corp. d.b.a. Caron; 19Dec57; KK130978.
Fleur de lis. For your guidance ... an English translation of leading Caron perfumes. NM: "additional text." © 15Apr58; KK134069.
Le muguet du bonheur; the perfume for summer elegance. (In The New Yorker, Mar. 15, 1958, p.51) Appl. author: Parfums Caron. © Caron Corp. d.b.a. Caron; 13Mar58; KK132662.
Le muguet du bonheur; the perfume for summer elegance. (In Town & country, May 1958, p.54) Appl. author: Parfums Caron. © Caron Corp. d.b.a. Caron; 6May58; KK134920.

ARTER PRODUCTS, INC. ©

Doctor's new sleep discovery acts twice as fast to help you go fast, fast, fast asleep; but new Effisan has two fast-acting ... ingredients. (In Daily news, New York, May 13, 1958, p.37) Appl. author: Ted Bates & Co., Inc. © 13May58; KK134586.

Now you can untie those nerves, get sound sleep with doctor's amazing new safe tablets; Effisan. (In Daily news, New York, May 13, 1958, p.37) Appl. author: Ted Bates & Co., Inc. © 13May58; KK134585.

CARTER'S INK CO. ©

Extra profits immediately; new X-pert carbons & ribbons with free displays. (In Progressive grocer, May 1958, p.202) Appl. author: Hoag & Provandie, Inc. © 1May58; KK134114.
Gives typing that printed look; Electric Line of carbons and ribbons. (In The Office, May 1958, p.232) Appl. author: Hoag & Provandie, Inc. © 1May58; KK134210.
K. O. twice the sales with Carter's super nylon and carbon paper ribbons. (In Geyer's dealer topics, May 1958, p.101) Appl. author: Hoag & Provandie, Inc. © 29Apr58; KK133782.

New, biggest marking value; Marks-A-Lot, marker with felt tip. (In Geyer's dealer topics, June 1958, p.87) Appl. author: Hoag & Provandie, Inc. © 1Jun58; KK134979.

New look for the desk set. Hi-Fashion stamp pads; Hi-Fidelity inks. (In The Office, June 1958, p.172) Appl. author: Hoag & Provandie, Inc. © 1Jun58; KK134956.

CASTRO CONVERTIBLE CORP. ©

Unexpected guests from outer space? America's top name in convertible furniture. (In The New York times, Mar. 16, 1958, p.36) © 16Mar58; KK132969.

Visitors coming? America's top name in convertible furniture. (In The New York times, Mar. 2, 1958, p.34) © 2Mar58; KK132338.

Who conquered space? America's top name in convertible furniture. (In The New York times, Mar. 9, 1958, p.34) © 9Mar58; KK133200.

Who was the first to conquer space? America's top name in convertible furniture. (In The New York times, Feb. 23, 1958, p.34) © 23Feb58; KK132417.

CENTRAL AMERICAN LIFE INSURANCE CO. ©

Growing by helping others to grow. © 16May58; KK134379.

CENTRAL MACHINE WORKS CO. ©

Marine specialties by Perma-Dock. Straight dock brackets, mooring bars [and 7 other products] Appl. author: Foulke Agency, Inc. © 22Apr58; KK134296.

Perma-Dock order form. Straight brackets; corner brackets. Appl. author: Foulke Agency, Inc. NM: revision. © 5Dec57; KK130959.

CENTRAL WEST OIL CORP. ©

Good economics, says Reddi Carpet. Super Par red carpet service. (In The South Bend tribune, Mar. 17, 1958, p.21) Appl. author: Paul A. Fergus. © 17Mar58; KK133170.

Ladies, don't risk a frozen gas line in your car; get Super Par gasoline with Nox-Freeze. (In The South Bend tribune, Feb. 10, 1958, p.9) Appl. author: Paul A. Fergus. © 10Feb58; KK133263.

Sports fans, get red carpet service. Good for you, good for your car; at the sign of Super Par. (In The South Bend tribune, Mar. 17, 1958, p.15) Appl. author: Paul A. Fergus. © 17Mar58; KK133169.

CERVEERIA CORONA, INC. ©

ISO-H control; banda blanca. (In El mundo) NM: additions. © 14Jan58; KK131747.

CHAMPION-INTERNATIONAL CO. ©

For precise colors, specify the standard of excellence; C-I coated papers. Rock of Ages. (In The New Yorker, May 10, 1958, p.112) Appl. author: Harold Cabot & Co., Inc. © 8May58; KK134118.

For superb color detail; C-I coated papers. Antiques, Oct. 1957. (In The New Yorker, Feb. 15, 1958, p.54) Appl. author: Harold Cabot & Co., Inc. © 13Feb58; KK132083.

For superb color detail; C-I coated papers. Audubon magazine. (In The National geographic magazine, Mar. 1958) Appl. author: Harold Cabot & Co., Inc. © 11Feb58; KK133325.

CHAMPION PAPER & FIBRE CO. ©

Chalice opaque. Wedge of pie. (In Lithographers' journal, Apr. 1958, between p.32-33) © 5Apr58; KK133674.

For the finest reproduction; Kromekote brand cast coated papers. (No.36 in a series of textural studies) (In Advertising requirements, Jan. 1958, p.80-81) NM: col. photo. © 20Dec57; KK131031.

For the finest reproduction; Kromekote brand cast coated papers. (No.38 in a series of textural studies) (In Lithographers' journal, May 1958, between p.32-33) NM: col. photo. © 5May58; KK134561.

For the impact of fine reproduction, Kromekote brand cast coated papers. (No.37 in a series of textural studies) (In Lithographer's journal, Mar. 1958, between p.32-33) NM: col. photo. © 7Mar58; KK132993.

CHANEL, INC. ©

Chanel presents a distinguished new box for a very fine bath powder. (In Beauty fashion, May 1958, p.48-49) Appl. author: Norman, Craig & Kummel, Inc. © 10May58; KK134693.

Eau de cologne in a distinctive new bottle and new size range. (In Beauty fashion, Mar. 1958, p.50-51) Appl. author: Norman, Craig & Kummel, Inc. © 10Mar58; KK133839.

When you practise writing your memoirs in French, you're ready for Chanel, the most treasured name in perfume; no.5. (In Seventeen, Apr. 1958, p.5) Appl. author: Norman, Craig & Kummel, Inc. © 1Apr58; KK133221.

When your best dreams come by daylight, you're ready for Chanel, the most treasured name in perfume. No.5. (In Seventeen, June 1958, p.5) Appl. author: Norman, Craig & Kummel, Inc. © 1Jun58; KK135128.

When you've found the place where the world begins, you're ready for Chanel ... perfume. (In Seventeen, May 1958, p.5) Appl. author: Norman, Craig & Kummel, Inc. © 1May58; KK134692.

CHAPEL, W. R. d.b.a. CUNION ECONOMY SUPPLY. SEE Cunion Economy Supply.

CHASE-SHAWMUT CO. ©

The complete line of circuit protective devices. Amp-trap, Tri-onic [and 3 other] devices. (In The Electrical south directory, 1958 ed., p.2 of cover) Appl. author: Meissner & Co., Inc. © 18Dec57; KK135161.

CHASE-SHAWMUT CO. Cont'd.

Save with silver-plated fuses; t-d, time delay, Renewables. (In Electrical wholesaling, Apr. 1958, p.124) Appl. author: Meissner & Co., Inc. © 1Apr58; KK133201.

Shawmut's time-tested silver-plated Tri-onic, dual element, the general purpose fuse. (In New England electrical news, June 1958, p.55) Appl. author: Meissner & Co., Inc. © 13Jun58; KK135283.

CHEM SEAL CORP. ©

A product of chemical research. © 15Mar58; KK133935.

CHEMEX CORP. ©

Bonded filterpaper for the ... Chemex coffeemaker. By Peter Schlumbohm. © 15Apr58; KK134219. Coffeemaker. National Housewares Exh'bit. By Peter Schlumbohm. Filterpaper, drinking glasses [and other] products. © 16Jan58; KK131802.

Coffeemaker. 2 gal. Samovar [and other products] By Peter Schlumbohm. © 18Mar58; KK132799.

Dr. Peter Schlumbohm's instant ice; the present package comprises the specifically dimensioned brine container ... for immersing a quart can of beer. Fer-Till-Ice. © 16Jan58; KK131803.

Filterjet fan [and other items] By Peter Schlumbohm. © 9Apr58; KK133354.

Newsletter no.10. Newsbar [and other products] By Peter Schlumbohm. © 9Apr58; KK133353.

Products for the chemist's kitchen. By Peter Schlumbohm. Coffeemaker, bonded filterpaper [and other products] © 27Feb58; KK132281.

Products for the chemist's kitchen; for the joy of living and the joy of giving. By Peter Schlumbohm. Float-Flask, bottle cooler [and other products] © 31May58; KK134974.

Products for the chemist's kitchen; for the joy of living and the joy of giving. Drinking glasses, decanter set [and other] products. By Peter Schlumbohm. © 29Mar58; KK132983.

CHEMICAL DIVISION, BORDEN CO. SEE Borden Co.

CHEMIGLAS, INC. ©

C-I brushable resurfacer for fiberglass panels. Contents: 1 quart. © 6May58; KK134085.

CHEMTRONICS, INC. ©

Hats off to Chemtronics' new Trol Aid and Tunolube cleaners. Appl. author: Al Friedman. © 14May58; KK134201.

CHESAPEAKE INSTRUMENT CORP. ©

Chesapeake Instrument Corporation is dedicated primarily to ... electroacoustics. © 7May58; KK134112.

CHEVALIER, JAMES F. & EUGENE A. HOFFMAN composing the copartnership PLAY-RITE CO. SEE Play-Rite Co.

CHICAGO DIETETIC SUPPLY HOUSE, INC. ©

Cellu juice-pak; unsweetened segments, grapefruit and orange. Contents 1 lb. Appl. author: Rose Straka Fowler. © 20Nov51 (in notice: 1939); KK131385.

CHICAGO PRINTED STRING CO. ©

Tie-Tie gift wrapping magic makes every package a thing of beauty; shining rayon Satintone and versatile Ribbonette. Appl. author: Henri, Hurst & McDonald, Inc. © 1Jun56; KK133397.

CHICOPEE MILLS, INC. ©

This is the world that you built; let our diaper service take over its share of the actual work. © 14Apr58; KK134882.

CHILDERS MANUFACTURING CO., INC. ©

Circulating hot oil heater; for asphalt or road oil; heater capacity ratings. Appl. author: W. L. Childers. © 15Dec57; KK132058.

Circulating hot oil heater specifications; it pays to insulate asphalt storage tanks. Appl. author: W. L. Childers. © 15Dec57; KK132059.

CHISM ICE CREAM CO. ©

Ice cream in the yuletide tradition; eggnog ice cream; Christmas tree center brick. (In Reno evening gazette, Dec. 5, 1957, p.38) Appl. author: Thomas Cave Wilson. © 5Dec57; KK131078.

Let's talk turkey; ice cream, that is. Turkey center brick; black walnut. (In Mineral County independent, Nov. 13, 1957, p.13) Appl. author: Thomas Cave Wilson. © 13Nov57; KK131022.

CHUN KING FROZEN FOODS CORP. ©

Fruit rolls; apple, cherry, pineapple. 8 assorted Cantonese dessert. Net wt. 8 oz. © 15Oct57; KK131314.

CHURCH & DWIGHT CO., INC. ©

Baking with baking soda; Arm & Hammer brand and Cow brand. Caraway spice loaf [and other recipes] (In What's new in home economics, Feb. 1958, p.115-118) Appl. author: Harvey & Howe, Inc. © 23Jan58; KK132049.

Soda-made short cuts shorten house-keeping; Arm & Hammer brand and Cow brand baking soda. (In What's new in home economics, Mar. 1958, p.109-112) Appl. author: Harvey & Howe, Inc. © 24Feb58; KK132420.

CINCINNATI BICKFORD DIVISION, GIDDINGS & LEWIS MACHINE TOOL CO. SEE Giddings & Lewis Machine Tool Co.

CLAFF (M. B.) & SONS, INC. ©

Can-Tikes dress ups. © 25May56; KK131649.

Lou-ren shoes of quality. © 3May54; KK131643.

Treasure Island shoes. © 6Jun52; KK132203.

CLAIROL, INC. ©

Does she, or doesn't she? Miss Clairol Hair Color Bath. [Boy holding] apple [with arm around girl] (In Life, Mar. 17, 1958, p.74) Appl. author: Foote, Cone & Belding. © 13Mar58; KK133450.

Does she or doesn't she? Miss Clairol Hair Color Bath. [Girl whispering in boy's ear] (In Life, Apr. 14, 1958, p.72) Appl. author: Foote, Cone & Belding. © 10Apr58; KK135153.

Does she, or doesn't she? Miss Clairol Hair Color Bath. Hair pulling. (In Life, Jan. 20, 1958, p.110) Appl. author: Foote, Cone & Belding. © 16Jan58; KK131977.

Does she or doesn't she? Miss

Clairol Hair Color Bath. Shearer & boy. (In Life, Dec. 16, 1957, p.2 of cover) Appl. author: Foote, Cone & Belding. © 12Dec57; KK131252.

Does she, or doesn't she? Miss Clairol Hair Color Bath. Wagner, boy & globe. (In Life, Feb. 17, 1958, p.68) Appl. author: Foote, Cone & Belding. © 13Feb58; KK132276.

Does she, or doesn't she?

25,000,000 beauty-conscious women; Miss Clairol Hair Color Bath. Shearer & boy. (In Modern beauty shop, Jan. 1958, p.87-90) Appl. author: Foote, Cone & Belding. © 25Dec57 (in notice: 1958); KK131581.

Get a little glow on; Vitapointe with Sebalm, world famous as the light creme hairdress. (In Daily news, New York, Nov. 25, 1957, p.50) Appl. author: Foote, Cone & Belding. © 25Nov57; KK131248.

Hair fashion folio, v.1. Frosting, tipping, streaking with Clairol Blue Lightening. Artists: Andre Anouge [and 4 other] artists. Appl. author: Richard L. Gelb. © 30Jan58; KK133076.

How to achieve beautiful blonde results on problem hair, by Albert Mancuso. (In Modern beauty shop, Feb. 1958, p.4-5) Appl. author: Foote, Cone & Belding. © 25Jan58; KK132271.

How to get beautiful reds on problem hair, by L. L. Flanary. Miss Clairol. (In Modern beauty shop, Jan. 1958, p.4-5) Appl. author: Foote, Cone & Belding. © 25Dec57 (in notice: 1958); KK131583.

How to get beautiful results in frosting and tipping, by Mrs. Harriet Kraus. Blue Lightening. (In Modern beauty shop, Apr. 1958, p.4-5) Appl. author: Foote, Cone & Belding. © 25Mar58; KK134020.

How to get greater color or bleach action on resistant hair, by Dominic Durastanti. (In Modern beauty shop, Mar. 1958, p.4-5) Appl. author: Foote, Cone & Belding. © 25Feb58; KK133020.

How to make luxury treatments out of regular tint and bleach jobs, by Anthony Suppa. (In Modern beauty shop, May 1958, p.4-5) Appl. author: Foote, Cone & Belding. © 25Apr58; KK135293.

How to pre-bleach properly for the new high fashion shades, by Thomas Frank. (In Modern beauty shop, Dec. 1957, p.4-5) Appl. author: Foote, Cone & Belding. © 25Nov57; KK131589.

Now, pick your playground; see fabulous New York or Hollywood on Clairol's ... vocation with play. Free 1-week haircoloring course. (In Modern beauty shop, May 1958, p.100-101) Appl. author: Foote, Cone & Belding. © 25Apr58; KK135294.

Now, pick your playground; see fabulous New York or Hollywood ... vocation with play. Free 1-week haircoloring course. Appl. author: Richard L. Gelb. © 1May58; KK135027.

The one indispensable book on hair-coloring; all new from Clairol for 1958. (In Modern beauty shop, Apr. 1958, p.6) Appl. author: Foote, Cone & Belding. © 25Mar58; KK134011.

Over 70,000 beauticians agree you'll bless the day you discovered Clair-oil's all-in-one miracle rinse; Hair So New. (In Modern beauty shop, Apr. 1958, p.98-99) Appl. author: Foote, Cone & Belding. © 25Mar58; KK134012.

Seven stages in bleaching; bleaching for the high fashion blonde toners. Appl. author: Richard L. Gelb. © 24Dec57; KK133077.

CLARK EQUIPMENT CO. ©

Planning a new era for those who ship materials; at receiving area ... Clark carriers for delivery. (In Fortune, May 1958, p.257) © 29Apr58; KK134209.

Planning for the trains of the future; Mobilvan shipping containers. (In Fortune, Feb. 1958, p.187) © 28Jan58; KK132149.

Planning ways to aid tomorrow's farmer; the Clark Carrier. (In Fortune, Mar. 1958, p.57) © 25Feb58; KK132805.

CLARK GRAVE VAULT CO. ©

Would you know what to do? If you were called suddenly to take charge. (In Household magazine, Feb. 1958, p.34) Appl. author: Ranaid S. West. © 24Jan58; KK131533.

Would you know what to do? Someday you will be called on to take charge. (In Household, Apr. 1958, p.38) Appl. author: Ranaid S. West. © 15Mar58; KK132670.

CLAYTON LABORATORIES, division of GROVE LABORATORIES, INC. SEE Grove Laboratories, Inc.

CLEANERS 25 PLAN.

Dry cleaner customer promotion plan; the budget plan. © D. A. Martin d.b.a. Cleaners 25 Plan; 3Feb58; KK132900.

CLEVELAND AUTOMOBILE DEALERS' ASSN. ©

Honor bound value verified \$5,000 indemnity honor bond; greater Cleveland auto dealers post new car factory suggested prices. (In The Cleveland press, May 8, 1958, p.13) Appl. author: William W. Suitt. © 8May58; KK134322.

CLEVER THINGS, INC. ©

Magic Mitt; wipes away lint, dust ... from the surface of garments. © 3Jan58; KK131486.

CLOROX CHEMICAL CO. ©

It pays to display Clorox prominently in 2 parts of the store; America's favorite bleach and household disinfectant. (In Progressive grocer, Aug. 1957, p.160) Appl. author: Honig-Cooper Co. © 1Aug57; KK131169.

Keep your summer cottons party-pretty with that fresh, clean Clorox laundered look. (In San Francisco examiner, Aug. 22, 1957, section 3, p.7) Appl. author: Honig-Cooper Co. © 22Aug57; KK131168.

Summer means extra washing, extra need for Clorox. (In San Francisco examiner, Aug. 8, 1957, p.19) Appl. author: Honig-Cooper Co. © 8Aug57; KK131167.

CLOROX CO. ©

Guests admire linens with that fresh, clean Clorox-laundered look. (In San Francisco examiner, Nov. 14, 1957, section 3, p.7) Appl. author: Honig-Cooper Co. © 14Nov57; KK132218.

I made a fast mover move even faster, just by increasing Clorox shelf facings; America's

favorite bleach and household disinfectant. (In Progressive grocer, Nov. 1957, p.45) Appl. author: Honig-Cooper Co. © Clorox Co. (in notice: Clorox Chemical Co.); 1Nov57; KK132219.

Spring cleaning bee promotion features a big premium offer; disinfectant, bleach. (In Progressive grocer, Mar. 1958, p.28-29) Appl. author: Honig-Cooper & Miner. © 1Mar58; KK134332.

Spring cleaning offer; zippered, heavy plastic laundry dampening bag. Disinfectant, bleach. (In San Francisco examiner, Apr. 24, 1958, section 3, p.1) Appl. author: Honig-Cooper & Miner. © 24Apr58; KK134335.

Starting with baby's first laundry, use Clorox every time. (In San Francisco examiner, Oct. 17, 1957, section 4, p.6) Appl. author: Honig-Cooper Co. © 17Oct57; KK132220.

You get a cleaner wash with Clorox; disinfectant, bleach. [Couple & little girl by open linen closet] (In San Francisco examiner, Feb. 27, 1958, section 4, p.5) Appl. author: Honig-Cooper & Miner. © 27Feb58; KK134331.

You get a cleaner wash with Clorox; disinfectant, bleach. [Man about to kiss girl behind shirt] (In San Francisco examiner, May 8, 1958, section 3, p.3) Appl. author: Honig-Cooper & Miner. © 8May58; KK134336.

You get a cleaner wash with Clorox; disinfectant, bleach. [Man holding little girl; woman holding pajamas] (In San Francisco examiner, Jan. 16, 1958, section 1, p.19) Appl. author: Honig-Cooper & Miner. © 16Jan58; KK134330.

You get a cleaner wash with Clorox; disinfectant, bleach. [Man holding little girl; woman holding pajamas] (In San Francisco examiner, Mar. 27, 1958, section 1, p.25) Appl. author: Honig-Cooper & Miner. © 27Mar58; KK134334.

You get a cleaner wash with Clorox; disinfectant, bleach. [Woman & little girl making up bed] (In San Francisco examiner, Mar. 13, 1958, section 4, p.5) Appl. author: Honig-Cooper & Miner. © 13Mar58; KK134333.

COAST PLASTIC FINISH CENTER. ©

Bukaskin ceramivinel veneer. Appl. author: Arthur C. Ward. © 26Feb58; KK132337.

This plastic age; the wonderful polka-dot paint. Wooster Seal-Kote, the liquid plastic. (In Paul Bunyan news, Apr. 21, 1958) © Coast Plastic Finish Center, Arthur C. Ward, sole owner; 21Apr58; KK134644.

COCA-COLA CO. ©

And a merry Christmas to all. [Santa Claus sitting in scoop chair holding paper cup; fawn at side] (In Vend, Dec. 1957, p.52) Appl. author: McCann-Erickson, Inc. © 1Dec57; KK131324.

At a do-it-yourself sandwich party, everyone's for Coke; let them spread their own ... for ice-cold Coke makes everything taste so good. [Teenage group] (In Senior scholastic, Mar. 28, 1958, p.2 of cover) Appl. author: McCann-Erickson, Inc. © 28Mar58; KK134528.

Big news, profit-making news; the giant new party from your pantry. April 13th kick-off. (In Chain store age, Jan. 1958, p.85-88) Appl. author: McCann-Erickson, Inc. © 30Dec57 (in notice: 1958); KK132367.

Can you name the knot on the table? Coke has the taste you go for. (In Boys' life, Mar. 1958, p.4 of cover) Appl. author: McCann-Erickson, Inc. © 25Feb58; KK134518.

Coke; king size, too. Basketball. Appl. author: McCann-Erickson, Inc. © 2Jan58 (in notice: 1957); KK132639.

Coke in big new family-size; so convenient, more Coke for your money, too. [Girl filling 4 glasses on tray from bottle] (In The New Jersey herald, June 6, 1957, p.31) Appl. author: McCann-Erickson, Inc. © 6Jun57; KK134531.

Coke scores points for pleasure anytime; Coke is the best-loved sparkling drink. [Family watching TV in kitchen] (In New Haven register, New Haven, Conn., Nov. 10, 1957, p.6) Appl. author: McCann-Erickson, Inc. © 10Nov57; KK131327.

Feature Coke with food; the easy way to peak profits. (In Pacific drug review, Sept. 1957, p.11) Appl. author: McCann-Erickson, Inc. © 2Sep57; KK131321.

For Thanksgiving Day feasting, family fun, put in a big supply of Coke; the best-sparkling drink. (In The Greenville daily advocate, Nov. 6, 1957, p.13) Appl. author: McCann-Erickson, Inc. © 6Nov57; KK134635.

Good taste goes far; new family size. Family group. Appl. author: McCann-Erickson, Inc. © 1Feb58; KK132638.

Guests sitting pretty? Snacks popping-hot? Open the Coke and start the fun. (In Linton daily citizen, Linton, Ind., Nov. 28, 1957, p.6) Appl. author: McCann-Erickson, Inc. © 28Nov57; KK134633.

Happy-up a home party with Coke; for sitting and sipping, or served with meals and snacks. [Buffet supper] (In Clay County courier, Corning, Ark., July 25, 1957) Appl. author: McCann-Erickson, Inc. © 25Jul57; KK134526.

Have a Coke; enjoy the party more with the good taste of Coke. [Christmas buffet supper] (In The American weekly, Dec. 29, 1957, p.3) Appl. author: McCann-Erickson, Inc. © 29Dec57; KK132370.

Have a Coke; let the sparkling taste of Coke brighten every bite. [Group in kitchen eating hamburgers] (In The American weekly, Jan. 5, 1958, p.3) Appl. author: McCann-Erickson, Inc. © 5Jan58; KK132372.

Have a Coke; pause for Coca-Cola, enjoy the famous taste. [Teenage group with books, sitting around table] (In The American weekly, Jan. 19, 1958, p.3) Appl. author: McCann-Erickson, Inc. © 19Jan58; KK132373.

Have a Coke, so good in taste, in such good taste; keep Coca-Cola handy, ready to make guests feel at home. (In This week magazine, Mar. 23, 1958, p.3) Appl. author: McCann-Erickson, Inc. © 23Mar58; KK134636.

COCA-COLA CO. Cont'd.

Have a Coke, so good in taste, in such good taste; relax, refresh, enjoy lunch more, with ice-cold Coca-Cola. [Two lunching girls admiring necklace & earring set] (In The American weekly, Mar. 16, 1958, p.4 of cover) Appl. author: McCann-Erickson, Inc. © 16Mar58; KK134520.

Have a Coke, so good in taste, in such good taste; the cheerful lift of Coke adds to the family fun. [Family TV scene] (In American soft drink journal, Mar. 1958, p.77) Appl. author: McCann-Erickson, Inc. © 1Mar58; KK134519.

How well do you know your capitals? Carson City. The cheerful lift, the sparkling good taste of Coke. (In Editor & publisher, May 17, 1958, p.51) Appl. author: McCann-Erickson, Inc. © 17May58; KK134516.

How well do you know your capitals? Columbus. The cheerful lift, the sparkling good taste of Coke. (In Editor & publisher, Jan. 18, 1958, p.51) Appl. author: McCann-Erickson, Inc. © 18Jan58; KK134517.

How well do you know your capitals? Concord. The cheerful lift, the sparkling good taste of Coke. (In Editor & publisher, Mar. 15, 1958, p.57) Appl. author: McCann-Erickson, Inc. © 15Mar58; KK134515.

I want you to have my souvenir record from Coke time. Eddie Fisher. (In The Grand Island daily independent, Grand Island, Neb., Jan. 17, 1957, p.2) Appl. author: McCann-Erickson, Inc. © 17Jan57 (in notice: 1956); KK134522.

In full-line vending, you need a traffic stopper; let Coke do it. Cold drinks are your highest traffic item. (In Vend, Mar. 1958, p.116-117) Appl. author: McCann-Erickson, Inc. © 3Mar58; KK134514.

In Tokyo, too, good taste is in fashion; this is ... the drink that finds a welcome. (In The Saturday evening post, Nov. 23, 1957, p.4 of cover) Appl. author: McCann-Erickson, Inc. © 19Nov57; KK131320.

Introducing Plusmanship; a lot of orders begin with Coke and a sandwich. (In American druggist, Mar. 10, 1958, p.101-103) Appl. author: McCann-Erickson, Inc. © 10Mar58; KK134532.

Let the popularity of Coca-Cola please more of your customers; the familiar red cooler. (In Parking, winter 1958, p.33) Appl. author: McCann-Erickson, Inc. © 2Jan58; KK132366.

Millions of customer-impressions working for you; when your station displays the familiar red cooler ... more people will stop and get out of their cars. (In National petroleum news, Apr. 1958, p.166) Appl. author: McCann-Erickson, Inc. © 26Mar58; KK134533.

My folks like the real thing; regular size. Man & cartons. Appl. author: McCann-Erickson, Inc. © 1Feb58; KK133740.

Now, Coke in big new family-size. [Mother serving tray to family watching TV western] (In The Clinton herald, Clinton, Iowa, Apr. 24, 1957, p.2) Appl. author: McCann-Erickson, Inc. © 24Apr57; KK132378.

Now, Coke in big new family-size; so convenient, more Coke for your money, too. [Hands reaching for & boy following woman carrying tray] (In The Banner-herald, Athens, Ga., May 10, 1957, p.4) Appl. author: McCann-Erickson, Inc. © 10May57; KK134529.

Now, Coke in big new king-size. [Couple smiling at bottle, holding iced drinks] (In Hickory daily record, Hickory, N. C., Apr. 8, 1957, p.3) Appl. author: McCann-Erickson, Inc. © 8Apr57; KK135019.

Now, Coke in king-size, a great new buy. [Girl, bottle & two filled glasses] (In The Milwaukee journal, Apr. 17, 1957, p.6) Appl. author: McCann-Erickson, Inc. © 17Apr57; KK132368.

Now, Coke in king-size, a great new buy. [Hand holding two filled glasses; bottle] (In Pantagraph, Bloomington, Ill., Apr. 10, 1957, p.22) Appl. author: McCann-Erickson, Inc. © 10Apr57; KK132369.

Now for the last frame, and then for the pause that refreshes with Coke, ice cold. (In The American weekly, Mar. 2, 1958, p.3) Appl. author: McCann-Erickson, Inc. © 2Mar58; KK134521.

The pause that refreshes, anytime; have a Coke, drive on refreshed. [Gasoline station scene] (In The Sacramento bee, Sacramento, Calif., Nov. 2, 1957, p.L-28) Appl. author: McCann-Erickson, Inc. © 2Nov57; KK131326.

People-pulling power of Coke pays off in profit; Coca-Cola ... for a special good taste, for refreshment. (In Vend, Oct. 1957, p.58-59) Appl. author: McCann-Erickson, Inc. © 10Oct57; KK131323.

Play Shanghai, the exciting new game ... only 50¢ when you bring home the Coke; Coca-Cola ... the best-loved sparkling drink in all the world. (In Rocky Mountain news, Denver, Colo., Nov. 22, 1957, p.26) Appl. author: McCann-Erickson, Inc. © 22Nov57; KK131328.

A pleasant American custom that makes the whole day brighter; lunch at the fountain. (In The Sacramento bee, Sacramento, Calif., Oct. 19, 1957, p.L-8) Appl. author: McCann-Erickson, Inc. © 19Oct57; KK131325.

The red cooler for Coke, a stopper for thirsty motorists. (In National petroleum news, Feb. 1958, p.23) Appl. author: McCann-Erickson, Inc. © 28Jan58; KK134534.

Refresh, relax, it's good business to pause for Coke. [Aircraft plant] (In Inplant food management, May 1958, p.12) Appl. author: McCann-Erickson, Inc. © 10May58; KK134525.

Sign of good taste, anytime. Santa Claus. Appl. author: McCann-Erickson, Inc. © 2Dec57; KK130938.

Sign of good taste, anytime. Teen group. Appl. author: McCann-Erickson, Inc. © 2Jan58 (in notice: 1957); KK132637.

Sign of good taste everywhere; at the Brussels World's Fair, too, have a Coke; the ... best-loved sparkling drink. (In The Instructor, May 1958, p.63) Appl. author: McCann-Erickson, Inc. © 1Apr58; KK134524.

Sign of good taste, everywhere; at Rockefeller Center, too. (In The Saturday evening post, Feb. 15, 1958, p.4 of cover) Appl. author: McCann-Erickson, Inc. © 11Feb58; KK134637.

Sign of good taste, everywhere; colorful Cuba, too, enjoys the favorite of the world; in more than 100 countries ... a favorite beverage. (In The Instructor, Mar. 1958, p.101) Appl. author: McCann-Erickson, Inc. © 1Feb58; KK134523.

Sign of good taste, everywhere; colorful Cuba, too. Varadero Beach. (In The Saturday evening post, Jan. 18, 1958, p.4 of cover) Appl. author: McCann-Erickson, Inc. © 14Jan58; KK132374.

Sign of good taste, everywhere; in Bermuda, too, sparkling fun and Coke, ice-cold. (In The Saturday evening post, Mar. 15, 1958, p.4 of cover) Appl. author: McCann-Erickson, Inc. © 11Mar58; KK134630.

Sign of good taste, everywhere; in Wyoming, too. Yes ... the best-loved sparkling drink in all the world. (In The Saturday evening post, May 10, 1958, p.4 of cover) Appl. author: McCann-Erickson, Inc. © 6May58; KK134634.

Sign of good taste; season's greetings. Santa Claus [standing by note and glass on mantle] (In Today's health, Dec. 1957, p.5) Appl. author: McCann-Erickson, Inc. © 1Dec57; KK131574.

Special offer from your Coca-Cola bottler; exclusive Tony Bennett autographed edition of hits. (In Constitution-tribune, Chillo-cothe, Mo., Jan. 16, 1958, p.9) Appl. author: McCann-Erickson, Inc. © 16Jan58; KK134638.

Stock up on Coke; big thirsty week end ahead. [Boy putting cartons in station wagon] (In The Mountain eagle, Jasper, Ala., Aug. 29, 1957, p.2-B) Appl. author: McCann-Erickson, Inc. © 29Aug57; KK134535.

Tall n' terrific; Coke in king size. Girl & bottle. Appl. author: McCann-Erickson, Inc. © 1Feb58; KK132640.

There's always good company in the good taste of Coke. [Ski lodge scene] (In The American weekly, Dec. 1, 1957, p.3) Appl. author: McCann-Erickson, Inc. © 1Dec57; KK132371.

Try a new idea, let the gang help decorate the cake. (In American girl, Feb. 1958, p.2 of cover) Appl. author: McCann-Erickson, Inc. © 25Jan58; KK134632.

What a break; sparkling Coke. (In Handbook for boys (Boy Scouts of America), Oct. 1957, p.533) Appl. author: McCann-Erickson, Inc. © 2Jan58 (in notice: 1957); KK132542.

When you take a break from the books, everyone's for Coke. (In Junior scholastic, Mar. 14, 1958, p.2 of cover) Appl. author: McCann-Erickson, Inc. © 14Mar58; KK134631.

Who else? Only the Coca-Cola Company goes all-out to increase your fountain profits; lunch at the fountain. (In Pacific drug review, Oct. 1957, p.7) Appl. author: McCann-Erickson, Inc. © 10Oct57; KK131322.

Your cue for profits; Chick-n-Que promotion. (In Chain store age, Apr. 1958, p.84-85) Appl. author: McCann-Erickson, Inc. © 30Mar58; KK134530.

Your cue for profits; Chick-n-Que; promotion May 28 thru July 7. (In Cooperative merchandiser, May 1958) Appl. author: McCann-Erickson, Inc. © 25Apr58; KK134513.

You're a peach of a poppa, when you take 'em out to dinner. For a special treat, order Coca-Cola with your food. (In Kerrville times, Kerrville, Tex., Feb. 19, 1957, p.2) Appl. author: McCann-Erickson, Inc. © 19Feb57; KK131369.

COCKBURN & CO., LTD. ©

O. V.; blended Scotch whisky. 4/5 quart. Appl. author: John J. Gross. © 21May58; KK135285.

COHN BROS. ©

Beautify your home during ... January clearance days; your choice of living room or bedroom group. (In Oregon journal, Jan. 5, 1958, p.9A) Appl. author: David W. Cohn. © 5Jan58; KK132119.

The greatest home beautiful event in our 50 years; Room-A-Rama sale. (In Oregon journal, Jan. 19, 1958, p.13A) Appl. author: David W. Cohn. © 19Jan58; KK132120.

COHN BROS. FURNITURE CO.

3-pc. foam rubber curved 90° sectional. (In The Oregonian, Feb. 9, 1958, p.60) Appl. author: David W. Cohn. © Cohn Bros. Furniture Co. (in notice: Cohn Bros.); 9Feb58; KK133299.

COLE OF CALIFORNIA. ©

Almost before you hang up, you've got 'em. No need to lose business because you're out of the suits. (In Women's wear daily, Apr. 23, 1958, section 2, p.20-21) Appl. author: Doyle Dane Bernbach, Inc. © 23Apr58; KK133993.

Cole ... brings the orient to the beach in swimsuits of wicked splendor. (In Holiday, Jan. 1958, p.92-93) Appl. author: Doyle Dane Bernbach, Inc. © 13Dec57 (in notice: 1958); KK131496.

Free with every Cole swimsuit: a beautiful new shape. (In The New Yorker, Apr. 26, 1958, p.20) Appl. author: Doyle Dane Bernbach, Inc. © 24Apr58; KK133992.

Hook up with these great Cole promotions and watch customers bite. What's brewing ... swimsuits by Cole [and 4 other ads] (In Women's wear daily, Jan. 2, 1958, California section 1, p.18-19) Appl. author: Doyle Dane Bernbach, Inc. © 2Jan58; KK131378.

Take me to your leader; I bring earth-shaking news. Fabulous swimsuits. (In Women's wear daily, June 3, 1958, section 2, p.3) Appl. author: Doyle Dane Bernbach, Inc. © 3Jun58; KK135067.

We've gone down as far as we dare in the deep-sea plunge; and ... knit a beautiful shape right into the maillot itself. (In The New Yorker, Jan. 18, 1958, p.63) Appl. author: Doyle Dane Bernbach, Inc. © 18Jan58; KK131379.

What's brewing on the beach? The excitement of the Orient in swimsuits by Cole. (In Vogue, May 1958, p.60) Appl. author: Doyle Dane Bernbach, Inc. © 1May58; KK134605.

You'll raise the devil with shock color swimsuits by Cole. (In Vogue, Jan. 1, 1958, p.12-13) Appl. author: Doyle Dane Bernbach, Inc. © 1Jan58; KK131495.

COLGAN, KEN. ©

Announcing a ... idea in facial tissue packaging; the all new twin pack pop-up package in combo-colors. © 26Nov57; KK131223.

COLGATE-PALMOLIVE CO. ©

I can always tell a Halo girl; shampoo. [Endorsed by] John D. O'Connell. (In Winona news, Winona, Minn., Jan. 24, 1958, p.8) Appl. author: Alice Hausman. © 24Jan58; KK131874.

Try America's first aerosol dentifrice, Colgate's; now in the most convenient toothpaste container ever. Dental cream with Gardol. (In Pittsburgh press, Feb. 25, 1958, p.12) Appl. author: Ted Bates & Co., Inc. © 25Feb58; KK132653.

Try America's first aerosol dentifrice; power packed Colgate dental cream with Gardol. (In Easton express, Easton, Pa., Jan. 10, 1958, p.2) Appl. author: Ted Bates & Co., Inc. © 10Jan58; KK131307.

You can always tell a Halo girl; her hair has that look-again look. Shampoo. Peter Lawford. (In Ladies' home journal, May 1958, p.72) Appl. author: Hans Sauer. © 29Apr58; KK134652.

You can always tell a Halo girl. Yes, Peter Lawford. Shampoo. (In American hairdresser, May 1958, section 1, p.14) Appl. author: Hans Sauer. © 20Apr58; KK134653.

COLIN HALL CLOTHES, LTD. ©

The last word in firsts is always Petrocelli; 1958, the emphatic effect. Appl. author: Will Kaplan Advertising. © 3Feb58; KK132421.

COLORIZER ASSOCIATES. ©

Give your home that decorator touch; paints in 1,322 colors. Appl. author: Clarence Deutsch. © 1Jan58; KK132095.

COLORTONE RECORDS, division WALDORF MUSIC HALL, INC. SEE Waldorf Music Hall, Inc.

COLUMBIA MERCHANDISE CO. ©

Take advantage of Columbia's early spring bonus plan. Wholesale gifts, premiums, prizes; UR Share, profit coupon. © 10Jan58; KK131627.

COLUMBIA RECORDS SALES CORP. ©

Free, any 3 of these superb high-fidelity 12" Columbia LP records. Ad no.86. (In Esquire, Feb. 1958, p.2-3) © 9Jan58; KK131109.

Free, any 3 of these superb high-fidelity 12" Columbia LP records. No.87. (In The Chicago American pictorial living, Jan. 19, 1958, p.8) © 19Jan58; KK131636.

Free, any 3 of these superb high-fidelity 12" Columbia LP records. No.88. (In Detroit times pictorial living, Jan. 19, 1958, p.16) © 19Jan58; KK131635.

Free, any 3 of these superb high-fidelity 12" Columbia LP records. No.89. (In Pittsburgh sun-telegraph pictorial living, Jan. 19, 1958, p.20) © 19Jan58; KK131637.

Free, any 3 of these superb high-fidelity 12" Columbia LP records. Ad no.90. (In Magazine of books (Chicago Sunday tribune), Jan. 19, 1958, pt.4, p.10) © 19Jan58; KK132753.

Free, any 3 of these superb high-fidelity 12" Columbia LP records. No.91. (In This world (San Francisco chronicle), Jan. 19, 1958, p.3) © 19Jan58; KK132291.

The stirring history of the War Between the States now told in music, sounds, words and pictures. No.94. (In The New York times book review, June 1, 1958, p.22) © 1Jun58; KK134823.

COMAR INDUSTRIES, INC. ©

Max Schling reveals why local lawns threatened by worst weed invasion in 40 years. 3-way weed killer [and other products] (In New York herald tribune, Apr. 13, 1958, section 4, p.12) © 13Apr58; KK133422.

COMMONWEALTH BRASS CORP. ©

Brass tube and pipe fittings. Catalog no.582. Appl. author: Roy C. Harrison. © 11Mar58; KK133754.

COMMONWEALTH EDISON CO. a.k.a. COMMONWEALTH EDISON - PUBLIC SERVICE CO. SEE Commonwealth Edison - Public Service Co.

COMMONWEALTH EDISON - PUBLIC SERVICE CO.

Exciting new selection of 100 Plus homes for spring; every 100 Plus home is wired for modern electric living. (In Chicago daily news, May 2, 1958, p.46-47) © Commonwealth Edison Co. a.k.a. Commonwealth Edison - Public Service Co.; 2May58; KK134448.

Make Edison's downtown store ... your Sunbeam shopping center; largest display of Sunbeam appliances anywhere. © Commonwealth Edison Co. a.k.a. Commonwealth Edison - Public Service Co.; 16Dec57; KK130965.

Suburban; north and northwest. All-new and designed for modern electric living; 100 Plus home. Des Plaines [and 2 other styles] (In Chicago daily news, May 9, 1958, p.35) © Commonwealth Edison Co. a.k.a. Commonwealth Edison - Public Service Co.; 9May58; KK134447.

Suburban; north and northwest. Modern looking, modern cooking, modern living; there's a new electric range installed. 100 Plus home. (In Chicago daily tribune, May 3, 1958, pt.5, p.4) © Commonwealth Edison Co. a.k.a. Commonwealth Edison - Public Service Co.; 3May58; KK134449.

COMMONWEALTH SANITATION CO.

Termitnik was here long before Sputnik; play safe, destroy termites before they destroy your property. Bul. no.T-5730. Appl. author: Marsteller, Rickard, Gebhardt & Reed, Inc. © Commonwealth Sanitation Co. (in notice: Termitol Co., a unit of Commonwealth Sanitation Co.); 1Mar58; KK134658.

Termitol, wood-boring insect control. Bulletin no.T-5740. Appl. author: Marsteller, Rickard, Gebhardt & Reed, Inc. © Commonwealth Sanitation Co. (in notice: Termitol Co., a unit of Commonwealth Sanitation Co.); 1Feb58; KK134659.

COMMUNICATIONS INSTITUTE OF AMERICA, INC. ©
Quad-City sales executives present the 1958 Midwest sales and marketing conference; starting ... March 21, Davenport, Iowa. © 14Feb58; KK132754.

COMPTONE CO., LTD. ©

A new idea in eyeglass carrying cases and it's terrific; clever gusset construction expands and contracts. Appl. author: Leo Bernstein. © 27Dec57; KK131629.
Oculens \$2.98 promotion for 1958; sunglasses of magic beauty. Appl. author: Leo Bernstein. © 27Dec57; KK131628.
2 complete pre-season, cold weather sell-outs; our fabulous couture collection of imported surglasses by Oculens. Appl. author: Leo Bernstein. © 19Feb58; KK132140.

CONGOLEUM-NAIRN, INC. ©

The Bank of New York building; for a building of distinction: floors of distinction by Gold Seal. (In Progressive architecture, Dec. 1957, p.12) Appl. author: Harry Matthei. © 1Dec57; KK130876.
Carefree living, so easy to own; builders using Gold Seal Vinylbest Brushwood. Casual ... floor tile. (In House & home, Dec. 1957, p.2 of cover) Appl. author: Harry Matthei. © 29Nov57; KK131879.

Gene Stephenson is a designing man; for the look that's years ahead, Gold Seal floors and walls. (In Interiors, Mar. 1958, p.70) Appl. author: Harry Matthei. © 1Mar58; KK133166.

Here's news; a revolutionary new kind of floor; Forecast, vinyl plastic flooring by Gold Seal. (In Floor covering weekly, Jan. 6, 1958, p.11) © 3Jan58 (in notice: 1957); KK133074.

Here's the floor for smart young moderns; casual ... Gold Seal Vinylbest tile in ... Brushwood pattern. (In Living's new guide to home planning & remodeling, 1958, p.3 of cover) Appl. author: Harry Matthei. © 1Jan58 (in notice: 1957); KK132023.

New Gold Seal Treadlite foam-rubber cushion; put quiet new comfort in every step. (In Floor covering weekly, Jan. 27, 1958, p.3) Appl. author: Harry Matthei. © 27Jan58; KK131961.

New, vinyl, 12 ft. wide; seamless Forecast; revolutionary new vinyl plastic flooring by Gold Seal. (In Floor covering weekly, Jan. 13, 1958, p.5) Appl. author: Harry Matthei. © 13Jan58; KK131302.

CONN (C. G.) LTD. ©

Band instruments. © 19Feb58; KK133732.

CONN MOTORS, INC. ©

Conn-Ford announces ... to new Ford or used car buyers, Conn-Ford's Guaranteed Payment Plan. (In Akron beacon journal, Apr. 24, 1958, p.60) Appl. author: Joe Conn. © 24Apr58; KK133793.

CONRAD, ERNEST R. ©

Lifetime replacement guarantee on Fire King automatic fire equipment. Fire King Co., Inc. © 10Feb58; KK132734.

CONSOLIDATED CIGAR SALES CO., INC. ©

Ambassadors meet, crowds greet, drums beat; Dutch Masters. (In The Saturday evening post) Appl. author: Erwin, Wasey, Ruthrauff & Ryan, Inc. © 1Apr58; KK133680.

Birds sing, cares wing, it's always spring; Dutch Masters. (In Sports illustrated, Apr. 28, 1958, p.58) Appl. author: Erwin, Wasey, Ruthrauff & Ryan, Inc. © 25Apr58; KK133876.

Corks pop ... life seems to sparkle for the man who smokes a richer-tasting Dutch Masters. (In Sports illustrated, Mar. 17, 1958, p.48) Appl. author: Erwin, Wasey, Ruthrauff & Ryan, Inc. © 14Mar58; KK133316.

Elephants remember in June as December, Dutch Masters. (In True, June 1958, p.28) Appl. author: Erwin, Wasey, Ruthrauff & Ryan, Inc. © 18May58; KK134316.

Ladies swoon, singers croon, the world's in tune; Dutch Masters. (In Life, May 5, 1958, p.58) Appl. author: Erwin, Wasey, Ruthrauff & Ryan, Inc. © 1May58; KK133886.

Opportunity knocks ... life takes on an added glow for the man who smokes a Dutch Masters. (In Life, Mar. 3, 1958, p.109) Appl. author: Erwin, Wasey, Ruthrauff & Ryan, Inc. © 27Feb58; KK133314.

Quarrels patch, socks match, projects hatch; Dutch Masters. (In The Saturday evening post, Apr. 26, 1958, p.114) Appl. author: Erwin, Wasey, Ruthrauff & Ryan, Inc. © 22Apr58; KK133875.

Storms depart ... life holds more sunshine for the man who smokes a wonderfully satisfying Dutch Masters. (In Sports illustrated, Mar. 24, 1958, p.42) Appl. author: Erwin, Wasey, Ruthrauff & Ryan, Inc. © 21Mar58; KK133317.

Traffic stops, tension drops; Dutch Masters, the fine cigar. (In True, Feb. 1958, p.87) Appl. author: Erwin, Wasey, Ruthrauff & Ryan, Inc. © 18Jan58; KK132198.

Trains wait ... the world seems surprisingly pleasant for the man who smokes a Dutch Masters. (In Life, Mar. 1958, p.56) Appl. author: Erwin, Wasey, Ruthrauff & Ryan, Inc. © 20Mar58; KK133315.

Wives obey ... life holds more enchantment for the man who smokes a Dutch Masters. (In The Saturday evening post, Mar. 15, 1958, p.130) Appl. author: Erwin, Wasey, Ruthrauff & Ryan, Inc. © 11Mar58; KK133313.

Worries fade, models parade, singer's serenade; Dutch Masters. (In Sports afield, May 1958, p.4) Appl. author: Erwin, Wasey, Ruthrauff & Ryan, Inc. © 25Apr58; KK133800.

CONSOLIDATED METAL PRODUCTS CORP.

The blind men and the elephant; this interesting story ... about your dental laboratory. Appl. author: A. J. Griffin. © Ticonium (in notice: Ticonium, division of Consolidated Metal Products Corp.); 4Apr58; KK134134.

Do you have a favorite razor? Ticonium puts the fit into profit. Introducing Dental Dan, the clean tooth man. Appl. author: A. J. Griffin. © Ticonium Division, Consolidated Metal Products Corp.; 4Feb58; KK132941.

How many buttons on your shirt? Ticonium puts the fit into profit. Dentic digest. Appl. author: A. J. Griffin. © Ticonium Division, Consolidated Metal Products Corp.; 3Jan58; KK132334.

How many steps do you take in a day? Ticonium puts the fit into profit. Appl. author: A. J. Griffin. © Ticonium Division, Consolidated Metal Products Corp.; 4May58; KK135309.

It's just like finding money; Ticonium puts the fit into profit. Do your collection methods measure up? Appl. author: A. J. Griffin. © Ticonium Division, Consolidated Metal Products Corp.; 4Mar58; KK132942.

Questions and answers about Ticonium. Appl. author: A. J. Griffin. NM: layout & revision. © Ticonium Division, Consolidated Metal Products Corp.; 15Apr58; KK134032.

What has T.V. got? Here is the absorbing story ... how dentistry made her beautiful. Appl. author: A. J. Griffin. © Ticonium Division, Consolidated Metal Products Corp.; 4Dec57; KK131598.

CONSOLIDATED WAFER & CONE CORP. ©

12 cookie cones. © 21Apr58; KK133551.

CONSULTANT SALES SERVICE, INC. ©

Jester, a silicone surface protector for ranges, marble, mirrors. Contents: 12 fl. ounces. Appl. author: Roy Lee Smith. © 15Apr58; KK134837.

Sil-Jet polish, a silicone protective polish for aircraft, for automobiles, for marine craft. Appl. author: Roy Lee Smith. © 15Apr58; KK134838.

CONTAINER CORP. OF AMERICA. ©

Arco Minnesota grade AA butter. Design no.1354. One pound net weight. © 24Feb58; KK132692.

Blue Seal thrift pack ice cream; chocolate. Design no.1308. Half gallon. © 20Mar58; KK133191.

Country Fresh butter. Design no.1455EF. 4 quarters; 1 pound net wt. © 7Feb58; KK132691.

Oak Brand ice cream; chocolate. Design no.1410. Half gallon liquid. © 14Nov57; KK131730.

Oak Brand ice cream. Design no.1410. Half gallon liquid. © 14Nov57; KK131728.

Oak Brand ice cream; strawberry. Design no.1410. Half gallon liquid. © 14Nov57; KK131729.

Oak Brand ice cream; vanilla. Design no.1410. Half gallon liquid. © 14Nov57; KK131731.

Velvet Freeze ice cream; a gourmet flavor. Design no.1306. Half gallon. © 11Feb58; KK132693.

CONTINENTAL BAKING CO., INC. ©

Buttermilk makes the flavor; new taste thrill, Wonder buttermilk bread. (In Seattle times, Jan. 20, 1958, p.15) Appl. author: Ted Bates & Co., Inc. © 20Jan58; KK131761.

Buttermilk makes the flavor; wake up your appetite with Wonder buttermilk bread. (In Bellingham herald, Bellingham, Wash., Jan. 30, 1958, p.21) Appl. author: Ted Bates & Co., Inc. © 30Jan58; KK132211.

Buttermilk makes the flavor; Wonder enriched bread. (In Argus leader, Sioux Falls, S. D., Jan. 8, 1958, p.14) Appl. author: Ted Bates & Co., Inc. © 8Jan58; KK131309.

Buttermilk makes the flavor; Wonder enriched sandwich bread. (In Minneapolis star, Jan. 16, 1958, p.6B) Appl. author: Ted Bates & Co., Inc. © 16Jan58; KK131725.

Buttermilk makes the flavor; Wonder enriched sandwich bread made with buttermilk. (In Press scimitar, Memphis, Mar. 20, 1958, p.22) Appl. author: Ted Bates & Co., Inc. © 20Mar58; KK133261.

Feel it, it's fresh; Wonder enriched bread. (In Buffalo news, Jan. 16, 1958, section 3, p.34) Appl. author: Ted Bates & Co., Inc. © 16Jan58; KK131707.

Have you tried it lately? Wonder bread is now 6 hours fresher. (In Anderson bulletin & herald, Anderson, Ind., Sept. 12, 1957, p.22) Appl. author: Ted Bates & Co., Inc. © 12Sep57; KK132043.

Have you tried Wonder bread lately? It's 6 hours fresher than ever before. (In The Anderson bulletin & herald, Anderson, Ind., Sept. 17, 1957, p.3) Appl. author: Ted Bates & Co., Inc. © 17Sep57; KK132044.

Introducing midday hot-bread service in Memphis; brings Wonder bread 6 hours fresher, baked twice a day. (In Memphis press scimitar, Apr. 8, 1958, p.10) Appl. author: Ted Bates & Co., Inc. © 8Apr58; KK133787.

New white bread scores smash success with local families; Daffodil Farm bread better than whole wheat. (In Long Island press, Jamaica, N. Y., Jan. 9, 1958, p.30) Appl. author: Ted Bates & Co., Inc. © 9Jan58; KK131308.

Now, favorite Wonder bread baked in the most modern bakery in Oklahoma. (In The Tulsa tribune, Tulsa, Okla., May 1, 1958, p.32) Appl. author: Ted Bates & Co., Inc. © 1May58; KK135184.

Now in full operation; new home of Wonder bread, Oklahoma's most modern bakery. (In The Tulsa tribune, Tulsa, Okla., Apr. 28, 1958, p.14-15) Appl. author: Ted Bates & Co., Inc. © 28Apr58; KK135183.

This way, folks, this way; step right up and get County Fair enriched bread made with buttermilk. (In The Evening star, Washington, D. C., Mar. 31, 1958, p.B-8) Appl. author: Ted Bates & Co., Inc. © 31Mar58; KK133786.

Thousands hail new ... bread to help control weight effectively; Profile, special formula bread. [Endorsed by] Eileen Ford & Paul Marsh. (In Clinton herald, Clinton, Iowa, Feb. 18, 1957, p.6) Appl. author: Ted Bates & Co., Inc. © 18Feb57; KK132778.

Today, buy Wonder bread because it helps your children grow bigger 12 ways. [Endorsed by] Anne Hardie. (In Decorah journal, Decorah, Iowa, Nov. 7, 1957, p.8) Appl. author: Ted Bates & Co., Inc. © 7Nov57; KK132121.

CONTINENTAL CONVERTERS CORP. © Snip 'n Sew doll clothes. 100% washable cotton fabric. 15 fashions for all 8" to 10" dolls. An Audrey Herbert original. Appl. author: Herbert Rosenfield. © 4Feb58; KK132494.

CONTINENTAL DISTILLING CORP., accepted alternative designation of TRAINER DISTILLED PRODUCTS CO. SEE Trainer Distilled Products Co.

CORCORAN, INC. ©

Finest hunting boots you can buy; genuine Corcoran paratroop boots. (In Esquire, Mar. 1958, p.161) Appl. author: Sutherland-Abbott Advertising Agency. © 9Feb58; KK134205.

Finest hunting boots you can buy; genuine Corcoran paratroop boots. (In Field & stream, Mar. 1958, p.4) Appl. author: Sutherland-Abbott Advertising Agency. © 24Feb58; KK134259.

Finest hunting boots you can buy; genuine Corcoran paratroop boots. (In Outdoor life, Mar. 1958, p.122) Appl. author: Sutherland-Abbott Advertising Agency. © 25Feb58; KK134818.

They're comfortable, they're good looking; they're genuine Corcoran paratroop boots. (In Air Force times, Feb. 8, 1958, p.10) Appl. author: Sutherland-Abbott Advertising Agency. © 8Feb58; KK134349.

This is your guarantee of quality in every pair of genuine Corcoran paratroop boots. (In Air Force times, Apr. 12, 1958, p.32) Appl. author: Sutherland-Abbott Advertising Agency. © 12Apr58; KK134206.

This is your guarantee of quality in every pair of genuine Corcoran paratroop boots. (In Army times, Mar. 1, 1958, p.44) Appl. author: Sutherland-Abbott Advertising Agency. © 1Mar58; KK134348.

Today's greatest foot comfort buy for the outdoor man; genuine Corcoran paratroop boots. (In Esquire, Feb. 1958, p.128) Appl. author: Sutherland-Abbott. © 9Jan58; KK134184.

Today's greatest foot comfort buy for the outdoor man; genuine Corcoran paratroop boots. (In Field & stream, Feb. 1958, p.4) Appl. author: Sutherland-Abbott Advertising Agency. © 24Jan58; KK134253.

Wear the boots your buddies wear; genuine Corcoran paratroop boots. (In Army times, Dec. 21, 1957, p.33) Appl. author: Sutherland-Abbott Advertising Agency. © 21Dec57; KK134197.

You'll find this guarantee of quality in every pair of genuine Corcoran paratroop boots. (In Esquire, Apr. 1958, p.164) Appl. author: Sutherland-Abbott Advertising Agency. © 11Mar58; KK134834.

You'll find this guarantee of quality in every pair of genuine Corcoran paratroop boots. (In Field & stream, Apr. 1958, p.4) Appl. author: Sutherland-Abbott Advertising Agency. © 24Mar58; KK134819.

CORO, INC. ©

Quick-change earrings with five colors. © 14Mar58; KK135330.

COSSMAN (E. JOSEPH) CO. ©

The giant ant farm. Appl. author: E. Joseph Cossman. © 15Feb58; KK133406.

World's greatest mail order items. Pix-all lint lifter, fascinating ant farm [and other] items. © 1May58; KK134088.

COTT BEVERAGE CORP. ©

Black cherry soda. Full quart. © 21Apr58; KK135001.

California orange soda. Full quart. © 21Apr58; KK135002.

Dutch style birch beer. Full quart. © 21Apr58; KK135000.

Grapefruit & lemon soda; half & half. Full quart. © 21Apr58; KK134999.

Strawberry soda. Full quart.

© 21Apr58; KK134998.

Tom Collins mixer; made from natural fruit flavors. Full quart.

© 21Apr58; KK134997.

COTY, INC. ©

Beautiful things happen to a Coty girl; they always do when she floats in a cloud of L'Aimant Mist. (In Seventeen, Apr. 1958, p.80) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 1Apr58; KK134366.

Compatible red; only in Coty 24 lipstick. (In New York journal American, Mar. 16, 1958, p.36L) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 16Mar58; KK134367.

Compatible red; only in Coty 24 lipstick. (In Vogue, Mar. 15, 1958, p.42-43) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 15Mar58; KK134370.

Coty takes you behind the scenes to discover 5 beauty tricks of famous fashion models. They wear Coty's French Formula [and 4 other products] (In Seventeen, Mar. 1958, p.40) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 1Mar58; KK134369.

Nothing makes a woman more feminine to a man; L'Aimant, by Coty, the essence of beauty that is France. (In The New York times, Mar. 2, 1958, magazine section, p.33) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 2Mar58; KK134368.

Score yourself. Are you ready for a winter whirl? Polysil [and other products] (In Seventeen, Jan. 1958, p.13) Appl. author: Heineman, Kleinfeld, Shaw & Joseph, Inc. © 1Jan58; KK131033.

Score yourself. Are you ready for love? Coty 24 lipstick [and other cosmetics] (In Seventeen, Feb. 1958, p.35) Appl. author: Heineman, Kleinfeld, Shaw & Joseph, Inc. © 1Feb58; KK131722.

COUNTRY CONSTRUCTION, INC. ©

Where a house becomes a home. Great Oaks on the Windybus. Created, designed and written by Lenhart & Co. Appl. author: R. L. Lenhart d.b.a. Lenhart & Co. © 27Feb58; KK132785.

CRAMER-KRASSELT CO. ©

The life-giving third dimension in advertising agency service. © 2Jan58; KK132018.

CRATEX MANUFACTURING CO. ©

Industrial catalog; rubberized abrasives. For deburring, smoothing, cleaning. Appl. author: Jack Carlyle Craven, Jr. Appl. states prev. pub. 1953. NM: revision. © 28Jan58; KK133468.

CREAM OF WHEAT CORP. ©

Cold tomorrow? [Little boy pulling cap over ears; sleigh riding scene] (In Modern romances, Feb. 1958, p.51) © 26Dec57 (in notice: 1958); KK131080.

Rain tomorrow? That's Cream of Wheat weather. [Boy in rain outfit with coat wrapped around smaller boy] Montreal. (In The Reader's digest, Apr. 1958, p.10) © 25Mar58; KK132925.

CREATIVE ARTS INTERNATIONAL, INC. ©

A date to decorate kit; Latex. Dow Chemical Co. © 10Oct57; KK131917.

CREATORS NOVELTY CORP. ©

The doll dressmaker; do it yourself.
Colorful cottene circles.
Model no.1; 2; 3. Appl. author:
Philip Epstein. © 10Oct57;
KK131546.

CREEL-NET MANUFACTURING CO.

A new sensational Creel net for
trout, bass jitter bugger wading
and boat fishing. © William
C. Bagby d.b.a. Creel-Net Manufac-
turing Co.; 6May58; KK134222.

CRESCENT CORSET CO., INC.

A Nancy B. original bra; stitched-
cup. © C. C. C. (accepted alter-
native designation of Crescent
Corset Co., Inc.); 5Feb58;
KK135255.

CRESTLINE INDUSTRIES.

Grass catchers. Item no.0271 [and
5 other] items. Appl. author:
Zepha Bogert. © Crestline,
accepted alternative designation
of Crestline Industries; 1Apr58;
KK133219.

Housewares. Item no.0664A, laundry
cart [and 8 other items] Appl.
author: Zepha Bogert. © Crest-
line, accepted alternative design-
ation of Crestline Industries;
1Feb58; KK132318.

Tray tables; tray table sets.
Item no.012 [and 5 other] sets.
Appl. author: Zepha Bogert.
© Crestline, accepted alternative
designation of Crestline Indus-
tries; 1Feb58; KK132317.

CROSS ENGINEERING CO. ©

A new design of perforated metal;
small perforations, close centers
to provide large open area.
Appl. author: Mildred C. Gill.
© 2Dec57; KK130960.
Stock list; designs, sizes and
gauges of Cross perforated steel
available for immediate delivery.
Appl. author: Mildred C. Gill.
NM: design, layout & illus.
© 21Mar58; KK132982.

CROSS-OUT ADVERTISING CO., INC. ©

Acme Markets Cross-Out game; here's
your 4th. Mrs. F. Linko wins a
mink stole. (In Times-leader,
Wilkes-Barre, Pa., May 1, 1958,
p.14) NM: changes & additions.
© 1May58; KK135180.

Albers' Cross-Out game. 2nd big
week; Albers' dollar days.
(In The Columbus citizen, Mar. 20,
1958, p.11) NM: changes & addi-
tions. © 20Mar58; KK134942.

Cross-Out, Colonial's exciting new
game for everyone. (In The Colum-
bia record, Columbia, S. C.,
May 8, 1958, p.4-B) NM: changes
& additions. © 8May58; KK135175.

Cross-Out for free prizes. Colonial
Stores. (In Oxford public ledger,
Oxford, N. C., May 2, 1958, p.4)
NM: changes & additions. © 2May58;
KK135179.

Cross-Out game. Colonial Stores.
(In The Raleigh times, Raleigh,
N. C., Apr. 24, 1958, p.25)
NM: changes & additions.
© 24Apr58; KK135114.

A fabulous mink stole ... won by
Mrs. E. J. Felix ... in Albers
Cross-Out game. Albers Colonial
Stores. (In The Cincinnati post,
May 8, 1958, p.5) NM: changes
& additions. © 8May58; KK135177.

Foods from Nu-Way; 3rd. big game in
this ad. Play Nu-Way Cross Out.
(In Buffalo evening news, Mar. 13,
1958, section 2, p.21) NM:
revision & additions. © 13Mar58;
KK134347.

49'er prizes for '57. Here's the
twelfth week's set of Super Valu
Gold bond Cross-Out numbers.
(In Des Moines tribune, Nov. 7,
1957, p.34-35) NM: changes &
additions. © 7Nov57; KK134858.

Free, free. Cross-Out game. Colonial
Stop & Shop. (In The Indianapolis
news, Mar. 13, 1958, p.28)
NM: changes & additions.
© 13Mar58; KK134907.

Free, play Colonial's fascinating
game, Cross-Out. (In Oxford
public ledger, Oxford, N. C.,
Apr. 25, 1958, p.4) NM: changes
& additions. © 25Apr58; KK135122.

Join the fun, play Albers Cross-Out
game. (In The Cincinnati post,
May 1, 1958, p.19) NM: changes
& additions. © 1May58; KK135178.

Join this exciting game and win
Cross-Out game. Colonial Stop &
Shop. (In The Indianapolis news,
Mar. 27, 1958, p.34) NM: changes
& additions. © 27Mar58; KK134948.

Let Jewel help you plan your New
Year's party menu. Play now, win
now; Jewel Cross-Out. Jewel Food
Stores. (In The Waukegan news-
sun, Dec. 26, 1957, p.18) NM:
changes & additions. © 26Dec57;
KK134851.

Many more prizes still to be given
free in Colonials' Cross-Out game.
(In Oxford public ledger, Oxford,
N. C., Apr. 18, 1958, p.7)
NM: changes & additions.
© 18Apr58; KK135084.

Many more prizes still to be given
free in the exciting Cross-Out
game. (In The Columbia record,
Columbia, S. C., Apr. 17, 1958,
p.4-C) NM: changes & additions.
© 17Apr58; KK135056.

Mrs. Walter Freeman ... wins G.E..
dryer playing Jewel Cross-Out.
Jewel Food Stores. (In The Wauke-
gan news-sun, Feb. 13, 1958, p.34)
NM: changes & additions.
© 13Feb58 (in notice: 1957);
KK134850.

New, exciting Super Valu Gold bond
Cross-Out game. (In Des Moines
tribune, Aug. 22, 1957, p.24)
NM: changes & additions.
© 22Aug57; KK134856.

Over 400 winners to date; here is
your 5th Cross-Out game. Acme
Markets. (In Times-leader,
Wilkes-Barre, Pa., May 8, 1958,
p.11) NM: changes & additions.
© 8May58; KK135176.

Over 20,000 prizes given free in
Colonial stores; Cross-Out game.
Colonial Stop & Shop. (In The
Indianapolis news, Mar. 6, 1958,
p.38) NM: changes & additions.
© 6Mar58; KK134908.

Play Acme; come in, get your free
Cross-Out card. Here's your 2nd.
Cross Out game. Acme Markets.
(In Times-leader, Wilkes-Barre,
Pa., Apr. 17, 1958, p.12) NM:
changes & additions. © 17Apr58;
KK135051.

Play Acme Cross-Out; it's fun, it's
free. Here's your 1st. Cross Out
game. (In Times-leader, Wilkes-
Barre, Pa., Apr. 10, 1958, p.7)
NM: changes & additions.
© 10Apr58; KK134975.

Play Cross-Out. Cross-Out game
no.10. Mink stole winner, Mrs.
John Paszko. (In Buffalo evening
news, May 1, 1958, section 2,
p.25) NM: changes & additions.
© 1May58; KK135181.

Play Cross-Out; here's your 3rd
Cross-Out game. Acme Super
Markets. (In Times-leader, Wilkes-
Barre, Pa., Apr. 24, 1958, p.6)
NM: changes & additions.
© 24Apr58; KK135082.

Play Cross-Out for fun and free
prizes. Colonial Stores. (In
The Raleigh times, Raleigh, N. C.,
Apr. 10, 1958, p.21) NM: changes
& additions. © 10Apr58;
KK134981.

Play Gold bond cross-out game.
NM: "changes and additional ma-
terial." © 22Aug57; KK134804.

Play Nu-Way cross-out game.
NM: "changes and additional
material." © 28Jan58; KK134298.

Play Nu-Way Cross-Out game. 9th
game. (In Buffalo evening news,
Apr. 24, 1958, section 2, p.29)
NM: changes & additions.
© 24Apr58; KK135123.

Product picture game. (In Los
Angeles times, Sept. 25, 1957,
pt.1, p.25) NM: changes & addi-
tions. © 25Sep57; KK134855.

Put yourself in this picture; play
Albers Cross-Out. Lucky winner,
Mrs. Paul E. Hamiel. (In The
Cincinnati post, Apr. 24, 1958,
p.4) NM: changes & additions.
© 24Apr58; KK135083.

Second big game; play Jewel Cross-
Out. Jewel Food Stores. (In
Aurora beacon-news, Dec. 12, 1957,
p.27) NM: changes & additions.
© 12Dec57; KK134857.

Super Valu Gold bond Cross-Out;
over \$15,000 in wonderful prizes.
Only 2 big weeks left to go on
Cross-Out. (In Des Moines tribune,
Oct. 31, 1957, p.21) NM: changes
& additions. © 31Oct57; KK134852.

Super Valu Gold bond Cross-Out;
play every card against every ad.
(In Des Moines tribune, Oct. 24,
1957, p.16) NM: changes & addi-
tions. © 24Oct57; KK134853.

Super Valu Gold bond Cross-Out;
these lucky Super Valu customers
have already won. Mrs. Harry
Frohwein [and other persons] (In
Des Moines tribune, Oct. 17, 1957,
p.26) NM: changes & additions.
© 17Oct57; KK134854.

This week only, you can get an extra
Cross-Out card each time you visit
your Colonial Store. Cross-Out
game. (In The Columbia record,
Columbia, S. C., Apr. 10, 1958,
p.4-B--5-B) NM: changes & addi-
tions. © 10Apr58; KK134982.

\$200,000 treasure of prizes. Cross
Out game. Albers. (In The Cin-
cinnati post, Apr. 17, 1958, p.17)
NM: changes & additions.
© 17Apr58; KK135054.

CROWN ALUMINUM, INC. ©

Enamelled aluminum clapboard and
vertical paneling with titan-
tone, miracle blue back.
© 20Feb58; KK132342.

CROWN SOAP CO. ©

For your health and protection;
Germex antiseptic powdered hand
soap. Net weight 5 lbs. Appl.
author: Morris Yankner. © 24Feb58;
KK132533.

CROWN ZELLERBACH CORP. ©

Be of good cheer, Charlie; Crown
Shopmasters are here. Heavy duty
wipes. © Crown Zellerbach;
1Apr58; KK134292.

Chiffon, the one truly luxurious
facial tissue. © 15Jan58;
KK132485.

Chiffon, twin-ply soft table nap-
kins. 50, size 15" x 15".
© 15Jan58; KK132484.

Climb on the Crown Zellerbach band
wagon; make the famous Tymatic
test. Manu-Towl and No Waste.
© 1Feb58; KK133609.

Climb on the Crown Zellerbach band
wagon; 35 hard-selling advertise-
ments. Manu-Towl; No Waste toi-
let tissue. © 1Feb58; KK132736.

Don't be a fall guy, wipe it up;
Crown Shopmasters wipe it better.
© Crown Zellerbach; 1Apr58;
KK134066.

Don't play tug-of-war with the ma-
chinery; Crown Shopmasters are
safe. © Crown Zellerbach;
1Apr58; KK134064.

Fish sticks; no.433 vignette.
© 1Apr58; KK133216.

Introducing Crown Shopmasters; how
to get the best results in your
department with these new heavy
duty wipes. © 1Apr58; KK134293.

It's safer to keep it clean; Crown
Shopmasters are safe. © Crown
Zellerbach; 1Apr58; KK134065.
Leaf mustard greens; no.514 vignette.
© 1Apr58; KK133640.

Sold and still selling; increased
sales by design. Carnation in-
stant hot cocoa mix. © Crown
Zellerbach Corp., Western-Waxide
Division; 15Jan58; KK132158.

Sold and still selling; increased
sales by design. Del Monte brand
quality seedless raisins.
© Crown Zellerbach Corp., Western-
Waxide Division; 15Jan58;
KK132155.

Sold and still selling; increased
sales by design. Excelsior
breaded veal cutlets. © Crown
Zellerbach Corp., Western-Waxide
Division; 15Jan58; KK132157.

Sold and still selling; increased
sales by design. FF frozen fresh
green peas. © Crown Zellerbach,
Western-Waxide Division; 1Apr58;
KK133642.

Sold and still selling; increased
sales by design. Sunbeam enriched
bread. © Crown Zellerbach, West-
ern-Waxide Division; 1Apr58;
KK133641.

Sold and still selling; increased
sales by design. Wonder en-
riched bread. © Crown Zeller-
bach Corp., Western-Waxide Divi-
sion; 15Jan58; KK132156.

Taste excitement sells on sight;
increased sales by design.
© Crown Zellerbach Corp., Western-
Waxide Specialty Packaging Divi-
sion; 1Dec57; KK132664.

Turn shoppers into buyers with pack-
ages that stand out and sell.
© Crown Zellerbach, Western-Waxide
Division; 1Feb58; KK133217.

Whole green beans; vignette no.566.
© 1May58; KK134204.

CRYSTAL CLEAR CHEMICAL CO. ©
Looks like liquid glass; No-Haze,
Invisible window cleaner.
Appl. author: Charles Tompkins.
© 5Feb58; KK132914.

CRYSTAL PREFORMING & PACKAGING, INC. ©
Delicious apple juice. One half
pint liquid. © 10Jun57;
KK132645.

CRYSTAL TISSUE CO. ©
Holiday and radiant combination
wrapping tissues give your gifts
that different holiday sparkle.
17 sheets; 20" x 30". © 15Dec57;
KK131876.
Radiant wrapping tissue; add the
modern touch to the gifts you
give. 8 sheets; 20" x 30".
© 15Dec57; KK131877.

LLIGAN, INC. ©
Cul-Brook water softener; soft water
service. Appl. author: Kenneth
E. Edwards. © 9Apr58; KK133896.
How to have your soft water wishes
come true; soft water service.
Appl. author: Kenneth E. Edwards.
© 9Apr58; KK133895.

Meet the world's most wanted water
softener. Appl. author: Kenneth
E. Edwards. © 9Apr58; KK133894.
New, Culligan fully-automatic water
softener with the exclusive Electro
Regen-a-rator. Appl. author:
Kenneth E. Edwards. © 9Apr58;
KK133897.

Products and services for water con-
ditioning. Cul soap, water filter
service [and other] products.
Appl. author: Kenneth E. Edwards.
© 9Apr58; KK133893.

CUMMINS PORTABLE ELECTRIC TOOLS, JOHN
OSTER MANUFACTURING CO. SEE Oster
(John) Manufacturing Co.

CUNION ECONOMY SUPPLY.
Genuine gold leaf name-plates.
© W. R. Chapel d.b.a. Cunion
Economy Supply; 22Nov57; KK134563.

CURRAN (FRANK J.) CO. ©
Ball O' Perfume, air deodorant.
Net wt. 3 oz. © 19Sep55;
KK134212.

CYCLOTHERAPY, INC. ©
Cyclotherapy aids patients, helps
reduce nursing load. Adjustable
table; portable heat and massage
pad unit; portable hand unit.
(In Hospitals, Feb. 1, 1958, p.23)
© 1Feb58; KK133881.

D

DALLAS IRON & WIRE WORKS, INC. ©
For added profits, night & day,
drive-ins, like Aunt Nina's ...
choose the finest clear-span
metal canopies, Kover-King Kar
Kovers. (In Drive-in magazine,
Jan. 1958, p.28) Appl. author:
Leighton G. Dotson. © 8Jan58;
KK131355.

DANA PERFUMES CORP. ©
The essence of elegance; 20 Carats.
(In Mademoiselle, Dec. 1957, p.18)
Appl. author: Caples Co.
© 29Nov57; KK134725.

Tabu, the forbidden fragrance by
Dana. (In Charm, Mar. 1958, p.10)
Appl. author: Caples Co.
© 20Feb58; KK134724.

Tabu, the forbidden fragrance by
Dana. (In The New Yorker,
Mar. 15, 1958, p.84) Appl. au-
thor: Caples Co. © 13Mar58;
KK134723.

Tabu, the forbidden perfume. [Girl
standing by piano; painting &
score on floor] (In Vogue, Dec.
1957, p.3 of cover) Appl. au-
thor: Caples Co. © 1Dec57;
KK134720.

Thoughts from Dana. Ambush by Dana
is Frenchly feminine to the extent
it is rightly called the tender
trap. (In Beauty fashion, Feb.
1958, p.51) Appl. author: Caples
Co. © 10Feb58; KK134719.

Thoughts from Dana. Most women love
Tabu, and that's understandable.
(In Beauty fashion, Oct. 1957,
p.81) Appl. author: Caples Co.
© 10Oct57; KK134722.

Thoughts from Dana. 20 Carats
states its case in its name:
rich, opulent, the essence of
elegance. (In Beauty fashion,
Dec. 1957, p.45) Appl. author:
Caples Co. © 10Dec57; KK134718.

Thoughts from Dana. Why are women
buying Dana spray colognes?
Tabu, 20 Carats [and 5 other]
fragrances. (In Beauty fashion,
Nov. 1957, p.61) Appl. author:
Caples Co. © 10Nov57; KK134721.

DANA PERFUMES, INC. ©
New, spray perfumes; press the top
of the beautiful unbreakable
flacon for an exactly measured
spray. (In Harper's bazaar, Apr.
1957, p.70) Appl. author: The
Martin Co., Advertising. © 1Apr57;
KK133465.

Spray colognes. Tabu [and 6 other]
fragrances. (In Harper's bazaar,
Apr. 1957, p.71) Appl. author:
The Martin Co., Advertising.
© 1Apr57; KK133464.

DANBY FARM.
Please bring me Danby Farm for
Christmas; if you can't ... I
would like one of their nice
stallions. (In American Shetland
pony journal, Dec. 1957, p.131)
Appl. author: Buchanan-Thomas
Advertising Co. © Danby Farm
solely owned by Daniel Langfeld
& Beatrice Langfeld; 1Dec57;
KK131231.

They've really got a lot to be
thankful for; Danby Farm stal-
lions. (In Your pony, Nov. 1957,
p.51) Appl. author: Buchanan-
Thomas Advertising Co.
© Danby Farm solely owned by
Daniel Langfeld & Beatrice Lang-
feld; 1Nov57; KK131179.

DANDY MATTRESS CORP. ©
The Pearl; a sturdy innerspring
mattress. Appl. author: Solomon
Reiser. © 20Dec57; KK131413.

DANIEL (JACK) DISTILLERY.
Bringing in the grain for Jack
Daniel's by team and wagon; Old
no.7 brand quality Tennessee sour
mash whiskey. (In The Cincinnati
enquirer, Oct. 15, 1957, p.37)
Appl. author: Dean Pennington.
© Jack Daniel Distillery, Lem
Motlow, Prop., Inc.; 15Oct57;
KK133564.

Don't blame your dealer or bartender
if he doesn't always have Jack
Daniel's; Old no.7 brand quality
Tennessee sour mash whiskey. (In
The San Diego union, May 5, 1958,
p.B-5) Appl. author: Robert
De Havilland. © Jack Daniel Dis-
tillery, Lem Motlow, Prop., Inc.;
5May58; KK134747.

Don't blame your dealer or bartender
if he doesn't always have Jack
Daniel's; Old no.7 Tennessee sour
mash whiskey. (In The Cincinnati
enquirer, Nov. 6, 1957, p.39)
Appl. author: Dean Pennington.
© Jack Daniel Distillery, Lem
Motlow, Prop., Inc.; 6Nov57;
KK134705.

Don't blame your dealer or bartender
if he doesn't always have Jack
Daniel's; Tennessee sour mash
whiskey. (In The Times-picayune,
Oct. 8, 1957, p.25) Appl. author:
Dean Pennington. © Jack Daniel
Distillery, Lem Motlow, Prop., Inc.
© 8Oct57; KK133218.

Drop by drop, drop by drop; Tennessee
sour mash whiskey. (In Newsweek,
Aug. 26, 1957, p.21) Appl. au-
thor: Dean Pennington. © Jack
Daniel Distillery, Lem Motlow,
Prop., Inc.; 26Aug57; KK133203.

If a Jack Daniel's customer asks.
(In Southern beverage journal,
May 1958, p.4) Appl. author:
Robert De Havilland. © Jack
Daniel Distillery, Lem Motlow,
Prop., Inc.; 15Apr58; KK134746.

A rare sight today; Old no.7 brand
quality Tennessee sour mash
whiskey. (In Los Angeles times,
May 6, 1958, pt.4, p.2) Appl.
author: Robert De Havilland.
© Jack Daniel Distillery, Lem
Motlow, Prop., Inc.; 6May58;
KK134748.

DANIEL (JACK) DISTILLERY. Cont'd.

A smoky haze lifts over our Tennessee hollow; Tennessee sour mash whiskey. (In Time, Jan. 6, 1958, p.29) Appl. author: Dean Pennington.

© Jack Daniel Distillery, Lem Motlow, Prop., Inc.; 6Jan58 (in notice: 1957); KK133204.

To the good friends of Jack Daniel's: May we please tell you why you sometimes can't get Jack Daniel's? Old no.7, Tennessee sour mash whiskey. (In Los Angeles herald express, June 11, 1957, p.B-4) Appl. author: Dean Pennington. © Jack Daniel Distillery, Lem Motlow, Prop., Inc.; 11Jun57; KK134684.

We brand our barrels of sippin' whiskey with Jack Daniel's name; Tennessee sour mash whiskey. (In Time, May 12, 1958, p.59) Appl. author: Robert De Havilland. © Jack Daniel Distillery, Lem Motlow, Prop., Inc.; 7May58; KK134341.

What is Jack Daniel's doing in Newsweek? Old no.7 brand quality Tennessee sour mash whiskey. (In The Monopoly state review, Jan. 1958, p.8) Appl. author: Dean Pennington. © Jack Daniel Distillery, Lem Motlow, Prop., Inc.; 19Dec57; KK133560.

DAPRATO STATUARY CO.

Daprato art bulletin. Appl. author: Paul A. Rigali. © Daprato Statuary Co., parent firm of Daprato. No. 260. © 15May58; KK135013.

DARIEN CO. INTERNATIONAL. ©

50 different labels for apothecary jars & canisters. Appl. states prev. pub. Nov. 1953. NM: revision. © 17Apr58; KK135050.

DARTELL, NORMAN, d.b.a. DARTELL LABORATORIES. SEE Darrell Laboratories.

DARTELL LABORATORIES. ©

Alertrins, a dietary food supplement; DPS formula 12. Net contents 90 wafers. © Norman Dartell d.b.a. Dartell Laboratories; 10Apr58; KK133696.

Instant Dartrin liquid, a dietary food supplement; DPS formula 15. Net weight of dry granules 15 gm. © Norman Dartell d.b.a. Dartell Laboratories; 4Apr58; KK134951.

DARTMOUTH MARKETING CO., INC. ©

Frozen ready to bake apple pie; serves two. Net wt. 10 1/2 oz. © 1Apr56; KK134497.

Frozen, ready to bake beef pie. Net wt. 8 oz. © 3Feb57; KK134498.

Top Spread oleomargarine. 4 yellow quarters; one pound net weight. © 15Jan56; KK134284.

DAVIS, EDWARD. ©

Efficient service always; motor sales. © 16Nov57; KK132250.

DAY-BRITE LIGHTING, INC. ©

Daylume, surface lighting elements. Form OD-695. Appl. author: Day-Brite Lighting, Inc., employer for hire of L. J. Rozier. © 25Apr58; KK134776.

Latest development in combined lighting and air diffusion; Parafluo. Appl. author: Day-Brite Lighting, Inc., employer for hire of Louis J. Rozier. © 11Feb58; KK132145.

Parafluo installation procedure.

Form OD-698. Appl. author: Day-Brite Lighting, Inc., employer for hire of L. J. Rozier. © 1May58; KK134777.

DAYTON RUBBER CO. ©

Adapt your presses for the finest, most economical ROP color with this amazing new Dayco Tru-Set roller and color separators. (In Printing equipment engineer, Apr. 1957, p.20) Appl. author: Allman Co. © 1Apr57; KK133398.

Be modern, live modern, sleep modern. Koofloam Air-Conditioned pillows. (In Living for young homemakers, Jan. 1958, p.11) Appl. author: Norman D. Waters & Associates, Inc. © 20Dec57 (in notice: 1958); KK131715.

A Dayton \$ucce\$\$ story; there's treasure under the hood. Stock Dayton, the original equipment belt. (In Motor service, Feb. 1957, p.175) Appl. author: Allman Co. © 15Feb57; KK133321.

The difference in comfort is Dayton Koofloam Air-Conditioned cushioning. No.1280, designer group by Crest, Inc. (In Living for young homemakers, Mar. 1958, p.19) Appl. author: Norman D. Waters & Associates, Inc. © 20Feb58; KK132205.

You get the finest ROP color with this Dayco combination; new Dayco Tru-Set rollers and color separators. (In Printing equipment engineer, Mar. 1957, p.31) Appl. author: Allman Co. © 1Mar57; KK133322.

DEAN PRODUCTS, INC. ©

Cold Plates, Snow Pans, Econobank assemblies. Price data. Bulletin 507. Effective Nov. 30, 1957. NM: all prices. © 1Mar58; KK133757.

Thermo-Panel coil; takes the place of pipe coils. Price data bulletin 258. 1st ed. © Dean Thermo-Panel Coil Division, Dean Products, Inc.; 17Dec57; KK131503.

DEAN THERMO-PANEL COIL DIVISION, DEAN PRODUCTS, INC. SEE Dean Products, Inc.

DEJUR-AMSCO CORP. ©

Costs half as much, does twice as much; DeJur-Grundig Stenorette, a fully equipped dictating machine. Free brochure. (In U. S. news & world report, May 9, 1958, p.91) © 9May58; KK134933.

Costs half as much, does twice as much; DeJur-Grundig Stenorette, dictating transcribing miracle. (In The New York times, Apr. 20, 1958, p.10E) © 20Apr58; KK134276.

Costs half as much, does twice as much; DeJur-Grundig Stenorette, dictating-transcribing miracle. (In Wall Street journal, May 5, 1958, p.24) © 5May58; KK134934.

The 4 reasons why Stenorette is America's fastest growing dictating equipment. (In The New York times, Mar. 23, 1958, p.10E) © 23Mar58; KK132929.

DELINGER, JACK. ©

Beauty gym course; chart 1. Figure & Physique health products. © 27Jan58; KK131542.

DEL REY (MARINA) ADVERTISING CO. SEE Marina Del Rey Advertising Co.

DELTA PRODUCTS DIVISION of AIR

ACCESSORIES, INC. SEE Air Accessories, Inc.

DEL TORO, RUSSELL A.

Fibrositis. SEE Hermann, Irvin F.

DE LUCIA, JERRY S. ©

Looking for a new or used [car] © 8Apr58; KK134084.

DENTISTS' SUPPLY CO. OF NEW YORK. ©

Chart of the moulds and dimensions of Trubyte Ceram-Crown, pre-fabricated porcelain crowns. Appl. author: Alan Jones Davis. © 2Jun58; KK134840.

DERMAL RESEARCH SERVICE BUREAU. ©

Dermal research topics. Jan. 1958. (Service bulletin no.33) Appl. author: Norman F. Allemeier. © 1Jan58; KK131947.

Dermal research topics. Mar. 1958. (Service bulletin no.34) Appl. author: Norman F. Allemeier. © 17Mar58; KK132666.

Dermal research topics. Apr. 1958. (Service bulletin no.35) Appl. author: Norman F. Allemeier. © 22May58; KK134344.

DESTILERIA SERRALLES, INC. ©

Don Q, finest rum for you. Cocktails & short drinks. © 14Apr58; KK133650.

Don Q icebreaker; smooth and hot. Mix a jigger of Don Q rum and ... sugar in a mug. © 16Jan58; KK132305.

Don Q Sundowner; cool and refreshing. © 6May58; KK134068.

DETROIT STEEL CORP. ©

DSC ACSR core wire and aluminum cable join strands to cut power transmission costs. (In The Detroit purchaser, May 1958, p.41) Appl. author: Simons-Michelson Co. © 10May58; KK134511.

DSC deep rolled RBF strip ... helps K-Venience clothing carriers. Capital's world-renowned Viscount. (In Detroit purchaser, Dec. 1957, p.51) Appl. author: Simons-Michelson Co. © 10Dec57; KK131592.

DSC electro-welded wire fabric makes concrete crack resistant. (In The Detroit purchaser, Apr. 1958, p.27) Appl. author: Simons-Michelson Co. © 10Apr58; KK133548.

DSC Portsmouth welding wire helps maintain Hobart electrode quality. (In The Detroit purchaser, Mar. 1958, p.49) Appl. author: Simons-Michelson Co. © 10Mar58; KK133041.

DSC Q/D service offers you quick delivery from Detroit mill stock on ... flat CR spring steel. (In Detroit purchaser, Jan. 1958, p.19) Appl. author: Simons-Michelson Co. © 10Jan58; KK131980.

DSC specialized strip helps hold down your job-run costs. (In Detroit purchaser, Jan. 1958, p.39) Appl. author: Simons-Michelson Co. © 10Jan58; KK131981.

The DSC strip job-test plan. (In The Detroit purchaser, Mar. 1958, p.43) Appl. author: Simons-Michelson Co. © 10Mar58; KK133040.

The DSC strip job-test plan. (In The Detroit purchaser, Apr. 1958, p.4) Appl. author: Simons-Michelson Co. © 10Apr58; KK133547.

Here's a no-risk, you-be-the-judge, job-test plan to help you prove whether DSC AccuRolled strip can cut unit production costs for you. (In The Detroit purchaser, May 1958, p.21) Appl. author: Simons-Michelson Co. © 10May58; KK134510.

How DSC AccuRolled strip is helping revolutionize the dining table industry; Steelslides. (In Detroit purchaser, Feb. 1958, p.33) Appl. author: Simons-Michelson Co. © 10Feb58; KK132649.

Need quick delivery to cure inventory run-out? Try and stump us on DSC strip. (In Connecticut purchaser, Apr. 1958, p.37) Appl. author: Simons-Michelson Co. © 10Apr58; KK134509.

The proof of DSC steel is in its performance on your job. Dear Mr. Strip User. (In Detroit purchaser, Feb. 1958, p.6) Appl. author: Simons-Michelson Co. © 10Feb58; KK132648.

DETROIT TRANSMISSION CO. © Auto-Matic-Seal for automatic transmissions. One quart. © 26May58; KK135101.

DIAMOND GARDNER CORP.

Diamond announces the greatest forward step in kitchen match history; new, Tuck-in-Top box. © Diamond Gardner Corp. (In notice: Diamond Match Co., a division of Diamond Gardner Corp.); 15May58; KK134619.

DIAMOND MATCH CO., a division of DIAMOND GARDNER CORP. SEE Diamond Gardner Corp.

DIEGO (DON) MARKETS, INC. ©

Don Diego Market, where the best costs less; orange premium stamps, too. (In The San Diego union, San Diego, Calif., Feb. 13, 1958, p.b6) Appl. authors: Lauren A. Kuentzel & Albert N. Ambler. © 13Feb58; KK133264.

DI GIORGIO WINE CO. d.b.a. SANTA FE WINE CO. SEE Santa Fe Wine Co.

DILLEY, MARTIN & HESS, INC. ©

The best package for you: complete loan services. Request for loan. © 6Jun58; KK135058.

Dependable; through the changing years, our trust department has been a dependable guide to the preservation of estates. © 6Jun58; KK135063.

Wherever you travel; here's the way to have a prepaid vacation every year. Choose the club to meet your needs. © 6Jun58; KK135062.

Wherever you travel; request for loan. © 6Jun58; KK135061.

Worry? Wonder? If you already have a safe deposit box with us, use this check list. © 6Jun58; KK135060.

DISNEY (WALT) PRODUCTIONS. ©

Walt Disney's Zorro, a fun game for all the family. No.4707:100. © 9May58; KK135313.

DIXIE CUP CO. ©

Attention, mothers; dust-tight packs keep Dixie cups clean, safe; only Dixie cups are Steri-Packed. (In Woman's day, Aug. 1957, p.85) Appl. author: Hicks & Greist, Inc. © 10Jul57; KK131402.

Bouquet cup. 4 fl. oz. © American Can Co. d.b.a. Dixie Cup Co.; 14Jun57; KK133833.

Dust-tight packs keep Dixie cups untouched, clean; only Dixie cups are Steri-Packed. (In Woman's day, July 1957, p.79) Appl. author: Hicks & Greist, Inc. © 10Jun57; KK131401.

Emily Post says; buy a Dixie cup dispenser and get 25¢ cash refund plus an Emily Post booklet. (In Woman's day, Mar. 1957, p.97) Appl. author: Hicks & Greist, Inc. © 10Feb57; KK131400.

Floral design. 9 fl. oz. prac. cap. © American Can Co. d.b.a. Dixie Cup Co.; 25Oct57; KK131966.

Play safe, only Dixie cups are Steri-Packed. (In Woman's day, June 1957, p.11) Appl. author: Hicks & Greist, Inc. © 10May57; KK131404.

Stop, don't let him pick up a cold; free Dixie cup dispenser. (In Woman's day, Nov. 1957, p.3) Appl. author: Hicks & Greist, Inc. © 10Oct57; KK131403.

Stop, don't let him pick up a cold; new Dixie cup dispenser keeps germs from spreading. (In Woman's day, Oct. 1957, p.13) Appl. author: Hicks & Greist, Inc. © 10Sep57; KK131399.

Western hall of fame series; Annie Oakley Mozee. 6 Dixie cups filled with delicious ice cream. © American Can Co. d.b.a. Dixie Cup Co.; 3Dec57; KK133188.

Western hall of fame series; Buffalo Bill. 6 Dixie cups filled with delicious ice cream. © American Can Co. d.b.a. Dixie Cup Co.; 3Dec57; KK133189.

Western hall of fame series; Calamity Jane Burke. 6 Dixie cups filled with delicious ice cream. © American Can Co. d.b.a. Dixie Cup Co.; 3Dec57; KK133186.

Western hall of fame series; Christopher Kit Carson. 6 Dixie cups filled with delicious ice cream. © American Can Co. d.b.a. Dixie Cup Co.; 3Dec57; KK133187.

Western hall of fame series; Crazy Horse. 6 Dixie cups filled with delicious ice cream. © American Can Co. d.b.a. Dixie Cup Co.; 3Dec57; KK133190.

Western hall of fame series. 6 Dixie cups filled with delicious ice cream. © American Can Co. d.b.a. Dixie Cup Co.; 3Dec57; KK131967.

You can see this cottage cheese is fresh; it comes in ... the new Dixie See-Thru lid. [Partially turned face of girl] (In Woman's day, Nov. 1957, p.15) Appl. author: Hicks & Greist, Inc. © 10Oct57; KK131398.

You can see this cottage cheese is fresh; it comes in ... the new Dixie See-Thru lid. [Profile of girl] (In Woman's day, Dec. 1957, p.95) Appl. author: Hicks & Greist, Inc. © 10Nov57; KK131405.

DIXIE CUP CO. SEE ALSO American Can Co.

DOAK PHARMACAL CO., INC. ©

pHoam cleanse pac; medicated with bithionol, sulfur and salicylic acid. © 14Nov57; KK132694.

DR. PEPPER CO. ©

The friendly Pepper-upper; frosty, man, frosty. Get a gentle lift with America's distinctive soft drink. [Golf scene] (In Life, May 26, 1958, p.68) © 26May58; KK135303.

The friendly pepper-upper; frosty, man, frosty. It's America's distinctive soft drink. [Calypso scene] (In Life, Mar. 3, 1958, p.76) © 3Mar58; KK134625.

Frosty, man, frosty; the friendly pepper-upper. America's most distinctive soft drink. (In Life, Apr. 7, 1958, p.52) © 7Apr58; KK133733.

Good taste + good times, better business. Frosty, man, frosty. (In Boxoffice, May 5, 1958, p.SE-3) © 5May58; KK134381.

DONAHUE SALES CORP. ©

Dress Talon zipper; magic-zip. Style 20, closed at both ends. © 1Apr58; KK133355.

Neckline placket Talon zipper; magic-zip. Style 110. © 1Apr58; KK133357.

Skirt Talon zipper; magic-zip. Style 25. © 1Apr58; KK133356.

DOUBLE-COLA CO. ©

Be wise, buy the new super-king size; each carton serves 18. Appl. author: Leonard B. Krick. © 15Feb58; KK132897.

New super-king sixteen; each 16-oz. bottle serves 3. Appl. author: Leonard B. Krick. © 15Feb58; KK132898.

DOUBLE SPRINGS DISTILLERS, INC. ©

It's here now; Sputnik distilled vodka. Appl. author: Sydney B. Flashman. © 18Oct57; KK131716.

Sputnik; especially selected vodka. © 16Oct57; KK131185.

DOUGLAS FURNITURE CORP. ©

Buy Douglas; headquarters for promotionally priced metal furniture. (In Home furnishings daily, Mar. 10, 1958, p.3) © 10Mar58; KK133018.

Chrom-O-Rama '58; Douglas originals at introductory sale prices. © 21Nov57; KK131270.

Dealers coast to coast are profiting with exclusive merchandising programs; Douglas Red Carpet and business insurance programs. (In Home furnishings daily, Mar. 24, 1958, p.3) © 24Mar58; KK133591.

Douglas delivers dynamite. (In Home furnishings daily, May 12, 1958, p.3) © 12May58; KK134672.

Douglas first again introduces Dougfold, exclusive instant assembly table leg construction; patented Insta-Matic design. (In Home furnishings daily, Apr. 21, 1958, section 1, p.5) © 21Apr58; KK133539.

Douglas means business; Douglas delivers dinette dynamite. Market Miracles. (In Home furnishings daily, June 17, 1958, p.5) NM: "new layout; copy revision." © 17Jun58; KK135292.

Douglas means business; for king size volume. (In Home furnishings daily, May 5, 1958, p.3) © 5May58; KK134504.

Douglas means business; make Douglas a must at the April market. (In Home furnishings daily, Apr. 14, 1958, p.3) © 14Apr58; KK133538.

Douglas presents the industry's masterpieces for 1958 in the designer series; follow the red carpet to Chrom-O-Rama. (In Home furnishings daily, Dec. 18, 1957, p.13) © 18Dec57; KK131269.

Hotter than ever; Douglas housewares for '58. (In Home furnishings daily, Jan. 16, 1958, section 1, p.5) © 16Jan58; KK131976.

Hotter than ever; housewares for '58. No.7 utility stool [and 7 other items] (In Home furnishings daily, Mar. 3, 1958, section 1, p.3) © 3Mar58; KK132472.

DOUGLAS FURNITURE CORP. Cont'd.
1958 originals; featuring the distinguished Designer Series. Catalog 581. © 3Jan58 (in notice: 1957); KK131580.
1958 trends in metal dining furniture. (In Home furnishings daily, Mar. 3, 1958, section 2, p.3) © 3Mar58; KK132473.

DOUGLAS ROESCH CABLE DIVISION, HALL-SCOTT, INC. SEE Hall-Scott, Inc.

DOUMENG, PAUL, RENE DOUMENG, RICHARD DOUMENG & IRVING HOWARD, owners
NAUTICAL JEWELRY MANUFACTURING CO.
SEE Nautical Jewelry Manufacturing Co.

DOUMENG, RENE, PAUL DOUMENG, RICHARD DOUMENG & IRVING HOWARD, owners
NAUTICAL JEWELRY MANUFACTURING CO.
SEE Nautical Jewelry Manufacturing Co.

DOUMENG, RICHARD, PAUL DOUMENG, RENE DOUMENG & IRVING HOWARD, owners
NAUTICAL JEWELRY MANUFACTURING CO.
SEE Nautical Jewelry Manufacturing Co.

DOW JONES & CO., INC. ©

Do you need more impact? You can get it with the Wall Street Journal. (In Advertising age, Feb. 24, 1958, p.36-37) Appl. author: Theodore E. Callis. © 24Feb58; KK132434.

If you need more day-to-day control; you can get it with The Wall Street Journal. (In Advertising age, Mar. 31, 1958, p.56-57) Appl. author: Theodore E. Callis. © 31Mar58; KK133160.

DREIER, ALEX.

I went to Fort Wayne, Indiana, to cover the thrilling story of people on the go. SEE North American Van Lines, Inc.

DRITZ (JOHN) & SONS. ©

Double tracing wheel; ideal for marking decorative stitching. No.642. Appl. author: Alfred B. Caring. © 15Oct56; KK131340.

Eyelet refills. No.736. Appl. author: Alfred B. Caring. © 22Jul56; KK131349.

Eyelet tool kit with hole puncher and attaching tool. No.636. Appl. author: Alfred B. Caring. © 22Jul56; KK131350.

Kiddiebug, children's shoulder strap buckle. No.771. Appl. author: Alfred B. Caring. © 25Jul57 (in notice: 1956); KK131345.

Magnets; permanent alnico. No.773. Appl. author: Alfred B. Caring. © 15Oct56; KK131348.

Sewing gauge, for knitters, too. No.620. Appl. author: Alfred B. Caring. © 27Jul56; KK131353.

DRUG PACKAGE, INC. ©

Prescriptions; Ar-Kay Drug Store; wrap. © 8Feb52; KK131155.

DU BARRY DIVISION, RICHARD HUDNUT.
SEE Hudnut, Richard.

DUNCAN COFFEE CO. ©

Admiration coffee will give you up to 50¢ off to introduce you to this new plastic package. (In The Alice daily echo, Chicago, Mar. 3, 1958, p.3) Appl. author: Tracy-Locke Co., Inc. © 3Mar58; KK132955.

Admiration's new plastic package keeps coffee flower fresh; vacuum fresh. (In The Alice daily echo, Mar. 13, 1958, p.7) Appl. author: Tracy-Locke Co., Inc. © 13Mar58; KK132681.

Admiration's \$25,000.00 taste-test is here. (In The Brownsville herald, Mar. 20, 1958, p.8B) Appl. author: Tracy-Locke Co., Inc. © 20Mar58; KK133119.

The coffee you'd drink if you owned all the coffee in the world; Maryland Club, instant coffee. (In The Commercial appeal, Feb. 18, 1958, p.7) Appl. author: Tracy-Locke Co., Inc. © 18Feb58; KK132953.

Hundreds of silver dollars free; vacuum fresh, Admiration coffee. (In Valley evening monitor, Apr. 20, 1958, p.4-B) Appl. author: Tracy-Locke Co., Inc. © 20Apr58; KK134977.

Name the date, name the person and Maryland Club will send a beautiful orchid corsage; instant coffee. (In The Light, San Antonio, Feb. 24, 1958, p.14) Appl. author: Tracy-Locke Co., Inc. © 24Feb58; KK132956.

New plastic package keeps Admiration coffee fresh four times longer; try Admiration in the vacuum-fresh package. (In The Houston chronicle, Houston, Tex., Feb. 6, 1958, section C, p.6) Appl. author: Tracy-Locke Co., Inc. of Texas. © 6Feb58; KK132559.

\$25,000.00 to anyone who can prove that any other coffee tastes better than Admiration in its new plastic pack. (In The Brownsville herald, Mar. 13, 1958, p.12A) Appl. author: Tracy-Locke Co., Inc. © 13Mar58; KK133120.

Would you wear just any hat, when you could wear a Mr. John? Maryland Club coffee. (In The Houston post, Feb. 25, 1958, section 2, p.4) Appl. author: Tracy-Locke Co., Inc. © 25Feb58; KK132954.

DUNNAGAN-EDGE & ASSOCIATES, INC. ©

Biggest local giveaway ever; \$100,000 merchandise sweepstakes for the Carolinas only. (In The Charlotte news, Charlotte, N. C., May 21, 1958, p.11-A) © 21May58; KK135260.

DUQUESNE CHEMICAL CO. ©

Protects your chrome with Chrominize. Contents 6 ozs. © 20Jun57; KK132336.

Puff, fire extinguisher. Contents 14 ozs. © 20Jul57; KK132751.

DURKEE FAMOUS FOODS DIVISION, GLIDDEN CO. SEE Glidden Co.

DURO-TEST CORP. ©

And now, 1958 Fluomeric, world's most advanced light source; Fluomeric lamps light without ballast. Appl. author: Roland W. Tiemann. © 20Dec57; KK132041.

Fluomeric units; Fluomeric for directional, economical lighting indoors, outdoors. Model 562 [and 2 other] models. Appl. author: Roland W. Tiemann. © 21Feb58; KK133101.

The man to watch in 1958; cut lighting costs with Duro-Test lamps. Appl. author: Roland W. Tiemann. © 14Feb58; KK133102.

Super V-Beam traffic signal lamps; now 5000 and 8000 hours. Appl. author: Roland W. Tiemann. © 6Nov57; KK132042.

There's no biz like Show biz. Fluorescents [and 3 other] lamps. Appl. author: Roland W. Tiemann. © 28Feb58; KK133742.

DUSHARME PRODUCTS, INC. ©

Fun and good grooming go hand in hand; the pearl of hair cremes. (In Seventeen, Feb. 1957, p.65) © 1Feb57; KK131875.

DWYER PRODUCTS CORP. ©

Snack bar. 890 series, 800 series [and other models] Appl. author: Juhl Advertising Agency. © 20Feb58; KK132189.

DYCO MANUFACTURING CO. ©

Traffic Jam. [Game board] Appl. author: Robert P. Fink. © 16Aug57; KK131566.

Traffic-Jam, the exciting new traffic safety game. 2 to 4 players; for children from 8 years to adults. No.144-A. Appl. author: Robert P. Fink. © 16Aug57; KK131565.

E

EARLY TIMES DISTILLERY CO. ©

Good Early Times packed with good flavor; Kentucky straight bourbon. (In Newsweek, Feb. 3, 1958, p.3 of cover) Appl. author: Erwin, Wasey, Ruthrauff & Ryan, Inc. © 29Jan58; KK133578.

New 1958 championship drinks; Kentucky straight bourbon. Chatel-lite [and 8 other] recipes. (In Life, Mar. 3, 1958, p.6-7) Appl. author: Erwin, Wasey, Ruthrauff & Ryan, Inc. © 27Feb58; KK133573.

Packed with good flavor; Kentucky straight bourbon whisky. [Man's hand holding Manhattan] (In Springfield daily news, Nov. 6, 1957, p.5) Appl. author: Erwin, Wasey, Ruthrauff & Ryan, Inc. © 6Nov57; KK130941.

The true old-style Kentucky bourbon. [Bottle] (In Daily news, Dayton, Ohio, Mar. 13, 1958, p.17) Appl. author: Erwin, Wasey, Ruthrauff & Ryan, Inc. © 13Mar58; KK134825.

The true old-style Kentucky bourbon. [Hand holding highball; bottle] (In Chicago tribune, Apr. 16, 1958, sports, p.2) Appl. author: Erwin, Wasey, Ruthrauff & Ryan, Inc. © 16Apr58; KK134824.

The true old-style Kentucky bourbon. (In Territorial enterprise & Virginia City news, Mar. 28, 1958, p.7) Appl. author: Erwin, Wasey, Ruthrauff & Ryan, Inc. © 28Mar58; KK133575.

The true old-style Kentucky bourbon always smoother because it's slow-distilled. [Golf score, bottle & 2 highballs on wrought iron table in garden] Appl. author: Erwin, Wasey, Ruthrauff & Ryan, Inc. © 22May58; KK134827.

Why not give as good as you serve; Kentucky straight bourbon whisky. [Man seated on ladder under Christmas tree, surrounded by bottles & boxes] (In Times picayune, New Orleans, Dec. 6, 1957, p.34) Appl. author: Erwin, Wasey, Ruthrauff & Ryan, Inc. © 6Dec57; KK131059.

EASTERN INDUSTRIES, INC. ©

Electro-Matic cabinets; types D, G & M. Traffic Actuated. Bulletin B-121. NM: additions & revision. © 11Dec57; KK130983.

Electro-Matic model HR & HRD, pressure sensitive vehicle detectors. Traffic Actuated. Bulletin D-161. NM: additions. © 14Oct57; KK130974.

- Electro-Matic model MCH magnetic vehicle detector. Traffic Actuated. Bulletin D-163. NM: additions & revision. © 11Dec57; KK130981.
- Electro-Matic model MK, magnetic vehicle detector. Traffic Actuated. Bulletin D-162. NM: additions & revision. © 11Dec57; KK130982.
- Electro-matic test board model TB-1. Traffic Actuated. (Product notes, no.40) © 9May57; KK134221.
- Model 505A; two-phase semi-actuated controller for the intersection of an artery and a side street; Electro-Matic. Traffic Actuated. Bulletin C-122. NM: additions & revision. © 11Dec57; KK130979.
- Model 804D, two-phase full or semi-actuated controller. Electro-Matic; Traffic Actuated. Bulletin C-124. NM: additions & revision. © 11Dec57; KK130993.
- Model 804T, two-phase full-actuated controller. Electro-Matic; Traffic Actuated. Bulletin C-125. NM: additions & revision. © 11Dec57; KK130992.
- Model 812, two-phase full-actuated controller. Electro-Matic; Traffic Actuated. Bulletin C-126. NM: additions & revision. © 11Dec57; KK130991.
- Model 824DN, two-phase semi-actuated controller. Electro-Matic; Traffic Actuated. Bulletin C-128. NM: additions & revision. © 11Dec57; KK130990.
- Model 825DN, two-phase full-actuated controller. Electro-Matic; Traffic Actuated. Bulletin C-130. NM: additions & revision. © 11Dec57; KK130989.
- Model 922N, multi-phase full-actuated controller. Electro-Matic; Traffic Actuated. Bulletin C-133. NM: additions & revision. © 11Dec57; KK130986.
- Model 1022N, two-phase volume-density controller. Electro-Matic; Traffic Actuated. Bulletin C-134. NM: additions & revision. © 11Dec57; KK130985.
- Model 1033N; three-phase volume-density controller; Electro-Matic. Traffic Actuated. Bulletin C-135. NM: additions & revision. © 11Dec57; KK130980.
- Model 1726N, three-phase semi-actuated controller. Electro-Matic; Traffic Actuated. Bulletin C-131. NM: additions & revision. © 11Dec57; KK130988.
- Model 1826N, three-phase full or semi-actuated controller. Electro-Matic; Traffic Actuated. Bulletin C-132. NM: additions & revision. © 11Dec57; KK130987.
- Models S-30 & S-35, speed controllers. Electro-Matic; Traffic Actuated. Bulletin C-138. NM: additions & revision. © 11Dec57; KK130984.
- EASTERN RESEARCH LABORATORIES, INC. © Delfetamine, the original dextro-levo N-methylamphetamine hydrochloride. 100 tablets. Appl. author: William Harold Batt. © 31Jan58; KK131684.
- Delfeta-sed; Delfetamine with Sedafax. 100 tablets. Appl. author: William Harold Batt. © 3Feb58; KK131735.
- Delfeta-sed plus T; Delfetamine with Sedafax and Triroid. 100 tablets. Appl. author: William Harold Batt. © 3Feb58; KK131736.
- Stedytabs, sustained release tablets; Delfetamine. Contents: 30. Appl. author: William Harold Batt. © 31Jan58; KK131732.
- Stedytabs, sustained release tablets; Delfeta-sed, Delfetamine with Sedafax. Contents: 30. Appl. author: William Harold Batt. © 31Jan58; KK131733.
- Stedytabs, sustained release tablets; Delfeta-sed plus T, Delfetamine with Sedafax & Triroid. Contents: 30. Appl. author: William Harold Batt. © 31Jan58; KK131734.
- EASTMAN KODAK CO. © Tenite plastics views color. Appl. author: Eastman Chemical Products, Inc. © 30Oct57; KK131983.
- ECHO SPRING DISTILLING CO. Almost everyone is going straight for Echo Spring; Kentucky straight bourbon whiskey. Appl. author: Claude M. Stafford. © Schenley Distillers, Inc. d.b.a. Echo Spring Distilling Co.; 15Aug57; KK131040.
- Almost everyone is reaching for Echo Spring; Kentucky straight bourbon whiskey. Appl. author: Claude M. Stafford. © Schenley Distillers, Inc. d.b.a. Echo Spring Distilling Co.; 15Aug57; KK131036.
- Lots of body; Kentucky straight bourbon. Appl. author: Claude M. Stafford. © Schenley Distillers, Inc. d.b.a. Echo Spring Distilling Co.; 15Aug57; KK130997.
- Making news everywhere; Kentucky straight bourbon whiskey. Appl. author: Bill Wilson. © Schenley Distillers, Inc. d.b.a. Echo Spring Distilling Co.; 15Aug57; KK131047.
- Take home 3 and save a trip; Kentucky straight bourbon whiskey. Appl. author: Claude M. Stafford. © Schenley Distillers, Inc. d.b.a. Echo Spring Distilling Co.; 15Aug57; KK131053.
- Takes off it's hat to nobody; Kentucky straight bourbon whiskey. Appl. author: Bill Wilson. © Schenley Distillers, Inc. d.b.a. Echo Spring Distilling Co.; 15Aug57; KK131049.
- 3 is better than one, when it's Echo Spring; Kentucky straight bourbon whiskey. Appl. author: Claude M. Stafford. © Schenley Distillers, Inc. d.b.a. Echo Spring Distilling Co.; 15Aug57; KK131037.
- A treat worth repeating; Kentucky straight bourbon whiskey. Appl. author: Claude M. Stafford. © Schenley Distillers, Inc. d.b.a. Echo Spring Distilling Co.; 15Aug57; KK131044.
- We stand behind this brand; Kentucky straight bourbon whiskey. Appl. author: Claude M. Stafford. © Schenley Distillers, Inc. d.b.a. Echo Spring Distilling Co.; 15Aug57; KK131043.
- EDLO, INC. © How to slim down the healthful way; Slim non-fat milk, Cheez, Freez. © 1Feb58; KK131778.
- EKCO PRODUCTS CO. © Flint mixer with new stainless steel Rhythm Beaters. Appl. author: Dancer, Fitzgerald, Sample, Inc. © 20Mar58; KK134173.
- Flint stainless steel kitchen tools; tall, tapered and terrific. (In Better homes & gardens, Apr. 1958, p.48) Appl. author: Dancer, Fitzgerald, Sample, Inc. © 20Mar58; KK134170.
- New stainless tableware designed for gracious living on any budget. Sta-brite [and 3 other] patterns. (In Living for young homemakers, Dec. 1957, p.41) Appl. author: Dancer-Fitzgerald-Sample, Inc. © 20Nov57; KK131181.
- Stainless steel Flint-Ware now 25% off regular price. (In Better homes & gardens, Mar. 1958, p.104) Appl. author: Dancer, Fitzgerald, Sample, Inc. © 20Feb58; KK134171.
- To introduce you to the first new kind of knife in your lifetime; Flint Waverly edge. Appl. author: Dancer, Fitzgerald, Sample, Inc. © 20Mar58; KK134172.
- EKONOMIK, INC. © Check register system; personalized EK checks. © 1Dec57; KK132918.
- EL AL ISRAEL AIRLINES, LTD. © El Al Britannias shatter 2 more trans-Atlantic speed records. (In The New York times, Jan. 28, 1958, p.13) Appl. author: Doyle Dane Bernbach, Inc. © 28Jan58; KK132070.
- First jet-prop in trans-Atlantic service; El Al Britannia fleet. (In The New York times, Dec. 16, 1957, p.30) Appl. author: Doyle Dane Bernbach, Inc. © 16Dec57; KK131501.
- How a jet-prop works; jet-prop Britannia, 2 1/4 hrs. faster to Europe. (In The New York times, Mar. 5, 1958, p.21) Appl. author: Doyle Dane Bernbach, Inc. © 5Mar58; KK133048.
- Jet-prop Britannia, fastest service to London, Paris, Rome. (In The Gazette, Montreal, Feb. 15, 1958, p.27) Appl. author: Doyle Dane Bernbach, Inc. © 15Feb58; KK132358.
- Not 1960, not 1959 ... this is the jet exhaust of El Al's new jet-prop Britannia, the airliner. (In The New York times, Dec. 23, 1957, p.40) Appl. author: Doyle Dane Bernbach, Inc. © 23Dec57; KK131497.
- Only one trans-Atlantic airliner can fly high enough ... the jet-prop Britannia. (In The New York times, Feb. 4, 1958, p.18) Appl. author: Doyle Dane Bernbach, Inc. © 4Feb58; KK132071.
- The sleeping pill is in the engine; jet-prop Britannia to London, Paris & Rome. (In The New York times, Mar. 19, 1958, p.16) Appl. author: Doyle Dane Bernbach, Inc. © 19Mar58; KK133045.
- You've never flown so fast; 2 1/4 hours faster to London on the new El Al jet-prop Britannia. (In The New York times, Jan. 15, 1958, p.16) Appl. author: Doyle Dane Bernbach, Inc. © 15Jan58; KK131375.
- ELAM MILLS, INC. © Unbleached wheat germ white flour. Net weight 2 lbs. © 29Jan58 (in notice: 1957); KK131633.
- Water milled, stone ground, 100% whole white corn meal. 2 pounds net weight. © 20Mar58; KK132790.
- ELCO TOOL & SCREW CORP. © Elco aids for home and office. Appl. author: Walter Gustaf Larson. 1958; issue no. 1. © 28Jan58; KK131948. 2. © 3Feb58; KK133000. 3. © 7Mar58; KK132999. 4. © 22Apr58; KK134220. 5. © 27May58; KK135158.

ELECTRIC ASSN. ©

Is your plant wasting money on morning glory wiring? (In The Wall Street Journal, June 17, 1958, p.11) © 17Jun58; KK135169.

ELECTROLUX CORP. ©

Air power on the home front; some important things you should know about ... the vacuum cleaner. © 17Jan58; KK131984.

Guarantees a cleaner home automatically; see the ... automatic cleaner. © 2Jan58; KK132259.

Only the new automatic Electrolux cleaner guarantees you a cleaner home. (In Good housekeeping, Dec. 1957, p.39) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 19Nov57; KK132449.

ELECTRONIC CHEMICAL CORP. ©

No Noise, rubber coat spray, for TV, radio, FM and auto wiring. Net weight 6 ozs. Appl. author: William Gottlieb. © 17Jan58; KK131284.

ELECTRONICS & INSTRUMENTATION DIVISION OF BALDWIN-LIMA-HAMILTON CORP. SEE Baldwin-Lima-Hamilton Corp.

ELECTROWEIGH CO.

A new, low-cost indicating head; model M-2 ... to speed accurate weighing on beam-type scales. Appl. author: Virginia Frances Hess. © Emerson Eugene Hess d.b.a. Electroweigh Co.; 30Apr58; KK133867.

Now, from Electroweigh ... a new, low-cost single-range precision mechanical indicator to speed accurate weighing. Appl. author: Virginia Frances Hess. © Emerson Eugene Hess d.b.a. Electroweigh Co.; 19Jun58; KK135337.

ELLIS (JACKSON) CO., INC. ©

Venetian Blackmoors, designed by James Franklin Jones. A dramatic mural; each set has 6 panels. © 10Oct57; KK131054.

ELNA BRANDS, INC. ©

Coffee; regular grind. Net weight one pound. © 15Feb56; KK135338.

ENTRON, INC. ©

Before, now; yes, thanks to the Vumore Co. ... you can now get clear, crisp, easy-to-see TV pictures. Community antenna systems [and 3 other] systems. (In The Daily Herald, Biloxi & Gulfport, Miss., Mar. 5, 1958, p.15) © 5Mar58; KK133303.

ERICKSON, CHARLES HERBERT. ©

Have a freezer fresh thick shake made with a Electro Freeze super shake, the modern-sanitary way. © 3Apr58; KK133393.

ESBECO DISTILLING CORP. ©

Regency; 94.4, distilled London dry gin. © 4Jun57; KK131081.

ESKIMO PIE CORP. ©

Eskimo Pie, Jr.; chocolate covered ice cream bar. Appl. author: Kansas City Poster Display Co. © 1May57; KK131740.

La Mode; dessert portion, ice cream. Contents 2 fl. ozs. Appl. author: J. Irvin Beatley. © 5Jan58; KK132171.

Magic menu foods; new kitchen revolution; place foil envelope in boiling water for 15 min. Appl. author: Eastern Advertising Agency. © 10Oct57; KK131742.

New, Eskimo menu magic foods; pre-cooked, individual servings.

Appl. author: Eastern Advertising Agency. © 10Oct57; KK131741.

Toasted almond bar; butterscotch coated vanilla ice cream with toasted almond chips. Appl. author: Kansas City Poster Display Co. © 1May57; KK131739.

EUTECTIC WELDING ALLOYS CORP. ©

Automotive shops; how to save time ... with low heat input metal repairs. TIS 8178A. © 8Apr58; KK134540.

Bicycle manufacture and repair. Eutecrod 16FC [and 5 other] alloys. © 16May58; KK134984.

Eutectic Low Temperature Welding Alloys.

Alutin no.51, universal flux-cored solder for all metals. © 30Jul57; KK131462.

EutecRod 21 FC. Torch, for aluminum; flux coated. Lt. blue tip. © 19May58; KK134325.

EutecRod 157, solder type alloy for stainless steel. © 30Jul57; KK131461.

EutecRod 157-B, flux-cored solder type alloy for stainless steel. © 30Jul57; KK131463.

EutecRod 158-B, a general purpose, flux-cored solder type alloy. © 30Jul57; KK131464.

EutecRod 185; torch, for machinable overlays. Pink tip. © 17Jun58; KK135044.

EutecRod 185 FC; torch, for machinable overlays, flux coated. Pink flux coating. © 17Jun58; KK135045.

EutecRod 190; torch, for aluminum. Yellow tip. © 19May58; KK134327.

EutecRod 1807; torch, for stainless steel. Maroon tip. © 19May58; KK134326.

EutecTrode 6-HSS, ac-dc; high speed steel overlay. Dark green tip. © 19May58; KK134954.

EutecTrode 6SH, ac-dc. Light green tip. © 20Feb58; KK132201.

EutecTrode 10 ac-dc, for hard overlays on steel. Lt. green tip. © 19May58; KK134328.

EutecTrode 27, ac-dc. Tan tip. © 20Feb58; KK132200.

EutecTrode 28, ac. Dk. green tip. © 20Feb58; KK132202.

EutecTrode 60 ac-dc, for steel. Grey tip. © 19May58; KK134329.

EutecTrode 130, ac-dc; for hard overlays on cast iron. Pink tip. © 17Jun58; KK135043.

SteelTectic no.1, ac-dc; for steel. Dark blue tip. © 17Jun58; KK135042.

Guide to original Low Temperature Eutectic Welding Alloys for daily use. © 15Apr58; KK134483.

Machine shops; how to save time ... with low heat input metal repairs. TIS 8178C. © 8Apr58; KK134542.

New shop ideas for an effective weld-saving maintenance program. © 24Feb58; KK133075.

Truckers and excavators; how to save time ... with low heat input metal repairs. TIS 8178B. © 8Apr58; KK134541.

EVANS' (L. B.) SON CO. ©

After the game, enjoy the comfort of Evans casuals. Sahara boot. (In Sports Illustrated, Apr. 28, 1958, p.67) Appl. author: Hoag & Provandie, Inc. © 24Apr58; KK133724.

After the match, enjoy the comfort of Evans casuals. Cush-N-Air oxford.

(In Sports Illustrated, May 19, 1958, p.62) Appl. author: Hoag Provandie, Inc. © 16May58; KK134338.

Spring ahead, leather afoot; slippers & casuals. 2335 Planter's Punch; 2920 Gondola. (In Esquire, Apr. 1958, p.128) Appl. author: Hoag & Provandie, Inc. © 1Mar58; KK132798.

EVANS & BRISEBOIS. ©

Planned promotion. Promotion no.600; 600A. Ad no.1-12. Appl. author: Leslie A. Brisebois. © 15Feb58; KK134202.

EXECUTONE, INC. ©

A new concept in sound systems. © 25Apr58; KK133778.

EX-LAX, INC. ©

This sample of Ex-Lax, the chocolate laxative. © 26Dec57; KK131311.

EXLINE (WILLIAM) INC. ©

Don't forget to save at [Elephant head] © 11Nov57; KK132541.

F**FACTOR (MAX) & CO. ©**

A beauty gift for you from Max Factor; free ... Hi-Fi lipstick when you buy ... creme puff. (In Seventeen, Mar. 1958, p.129) Appl. author: Doyle Dane Bernbach, Inc. © 1Mar58; KK132359.

Even roses will turn green with envy; now, a fluid make-up that's streak-proof. Hi-Fi. (In Ladies' home Journal, June 1958, p.96) Appl. author: Doyle Dane Bernbach, Inc. © 27May58; KK134914.

Exciting Christmas gifts of Primitive, a new fragrance ... for the woman who is every inch a female. (In Look, Dec. 24, 1957, p.5) Appl. author: Doyle Dane Bernbach, Inc. © 10Dec57; KK131498.

New, Natural Wave; now you can change the structure of your hair from naturally straight to naturally curly. (In The American weekly (New York Journal-American), May 25, 1958, p.17) Appl. author: Doyle Dane Bernbach, Inc. © 25May58; KK134915.

FAGAN, JOHN W. ©

The weight traction method; introducing automation of body, frame & steering alignment. © 1May58; KK135138.

FAIRBANKS WARD INDUSTRIES, INC. ©

41-pc. Fairbanks Ward deluxe professional quality all-purpose drill kit. Friedman's Jewelers; Stanley Jewelers. (In Savannah evening press, May 1, 1958, p.34) Appl. author: Alfred H. Howard. © 1May58; KK135055.

Giant 24 inch swath cut ... deluxe power mower. Miller's Jewelers. (In Sherman democrat, Apr. 6, 1958, p.5) Appl. author: Alfred H. Howard. © 6Apr58; KK133382.

Rembrandt one-minute automatic potato and vegetable peeler. LeRoy's. (In Coshocton tribune, Coshocton, Ohio, Mar. 13, 1958, p.24) Appl. author: Alfred H. Howard. © 13Mar58; KK133383.

7-in-1 ... portable super-power electric jig saw; jig saw table. E. W. Edwards & Son. (In Rochester democrat & chronicle, Mar. 23, 1958, p.4A) Appl. author: Alfred H. Howard. © 23Mar58; KK133675.

3-in-1 ... deluxe portable air cooler; Air-d-Lux. Cunningham's. (In Ft. Lauderdale Sunday news, May 11, 1958, p.10-F) Appl. author: Alfred H. Howard. © 11May58; KK134600.

2.2 horsepower brand new deluxe 18-inch power mower. Standard Furniture Co. (In Oregon Journal, Mar. 9, 1958, p.E12) Appl. author: Alfred H. Howard. © 9Mar58; KK133381.

FALSTAFF BREWING CORP. © Sports time is Falstaff time. Poster 58-1. Appl. author: Paul Gioni. © 1Jan58; KK131122.

FAMILY RECORD PLAN. © Remember Father's Day. Family Record Plan gives daddy the professional portrait he can never catch of the baby he loves. Appl. author: Zepha Bogert. © 15Apr58; KK135108.

FAUCET-QUEENS, INC. © Model S; a precision product .. for faucets with threaded spouts. You can have a gentle spray ... with just a flick of your finger. Appl. author: Paul Brickman (Fuller & Smith & Ross, Inc.) © 3Dec57; KK134132.

FEATURE PRODUCTS, INC. © Shine Boy instant shoe shine polish; shines all color shoes. Contents: 5 oz. net weight. Appl. author: Samuel J. Popeil. © 14Apr58; KK134144.

FECHT (S. J.) & ASSOCIATES. © Here is your Sonoco better methods kit. Appl. author: S. J. Fecht. © 30Jan58; KK132792.

FEDERAL PAPER BOARD CO., INC. Arlan Lane. (Trellis design) Appl. authors: Patti & Paul Karch. © Lindley Box & Paper Division, Federal Paper Board Co., Inc.; 2Jun58; KK134803.

Flo Brooks, Wichita. (French poodle) Appl. authors: Patti & Paul Karch. © Lindley Box & Paper Division, Federal Paper Board Co., Inc.; 2Jun58; KK134800.

J. B. Robbins of Chapel Hill. (Lamppost & fence) Appl. authors: Patti & Paul Karch. © Lindley Box & Paper Division, Federal Paper Board Co., Inc.; 2Jun58; KK134801.

Watkins of Paducah. (Townhouse) Appl. authors: Patti & Paul Karch. © Lindley Box & Paper Division, Federal Paper Board Co., Inc.; 2Jun58; KK134802.

FEELY, GORDON V. © Mister Dial-Lit advertising service. © 9Apr58; KK133467.

FELANDO, ROBERT A. d.b.a. KITTEN 'N MITTEN FOOD CO. SEE Kitten 'N Mitten Food Co.

FELDKAMP-MALLOY, INC. © The art of talking art; and that's why we've prepared this pocket-book of art techniques. Vernon McKissack [and 8 other artists] © 25Sep57; KK131612.

FENTON LABEL CO. © Fent-Onamel personal labels. Special order blank. © 11Mar58; KK133374. Shippers-time savers; Fent-Onamel. Fragile, handle with care; red only. No.SA, airmail [and other] labels. © 25Feb58; KK133302.

FIBREBOARD PAPER PRODUCTS CORP. © Gold Star home pac Mellorine, a vegetable oil product; imitation ice cream. Vanilla. Design no.264. One half gallon liquid. Appl. author: Wesley L. Cary. © 15Apr58; KK135165. Ol' Fashioned vanilla ice cream. Design no.113-P. One half gallon. Appl. author: Edgar Weber. © 22May58; KK135171.

FIESTA FOODS CORP. © Snack size Tostadas, all corn in a chip; tasty tips for party dips. Net wt. 4 1/2 oz. © 7Apr58; KK133586.

FILLER PRODUCTS, INC. © Cheez and rye; oven baked. Cheddar cheese on rye flavored corn puffs. Net wt. 3 ozs. Appl. author: Isadore J. Filler. © 2Jan58 (in notice: 1957); KK132166.

Swiss and rye; oven baked. Swiss cheese on rye flavored corn puffs. Net wt. 3 ozs. Appl. author: Isadore J. Filler. © 2Jan58 (in notice: 1957); KK132165.

FILON PLASTICS CORP. © Fiberglas panels bring out the best in your blueprint. (In House beautiful, Mar. 1957) © 1Mar57; KK135094. I'm no professional, but I built this Filon patio roof for only \$155.00. [Dick Powell] (In Better homes & gardens, Apr. 1957, p.217) © 1Apr57; KK135095.

FINN, WILLIAM F. © It's 1 for the money; let us finance your new car now. Citizens 1st National Bank of Tyler. (In Tyler courier-times-telegraph, Tyler, Tex., Sept. 29, 1957, section 4, p.1) © 29Sep57; KK135160.

FIRESTONE PLASTICS CO. © We floated this lampshade to prove Velon takes to water. (In The Saturday evening post, Apr. 27, 1957, p.67) © 27Apr57; KK134906.

We put Stix on a kindergarten wall to prove Velon can take most anything. (In The Saturday evening post, Mar. 2, 1957, p.7) © 2Mar57; KK131579.

FIRESTONE TIRE & RUBBER CO. © Easy on the pocket, long on work; Champion Ground Grips. (In The Progressive farmer, Mar. 1957, p.26) © 1Mar57; KK131077. This oval laboratory grinds up every tire but Firestone; new Firestone nylon 500 with nuclear controlled nylon plies. (In Life, Apr. 22, 1957, p.82-83) © 22Apr57; KK131906.

20 Daytona stock car winners; 17 rolled on Firestones. New Firestone Nylon 500. (In The Saturday evening post, May 11, 1957, p.142-143) © 11May57; KK135008. We use Firestone tubeless truck tires on the toughest run in the country, says Tom Rafael. (In Time, Mar. 4, 1957, p.46-47) © 4Mar57; KK131409.

Year after year ... you can't buy a truck tire that costs less per mile than Firestone. (In Life, Apr. 15, 1957, p.24-25) © 15Apr57; KK131907.

FISHER FLOURING MILLS CO. © ALA; great new wheat food from the Old World. ALA Italiano, celebration recipe. (In The Seattle times, May 19, 1957, rotogravure section, p.7) Appl. author: Trevor Heiser Evans. © 19May57; KK132547.

Business men try Zoom, the instant cooking whole wheat cereal. (In San Francisco examiner, Feb. 14, 1957, section 2, p.3) Appl. author: Trevor Heiser Evans. © 14Feb57 (in notice: 1956); KK132173.

Cracked wheat; handypak. 2 lbs. net wt. Appl. author: Emma McCormick States. NM: format, recipes & col. illus. © 6Nov57; KK131131.

For sea level baking, Fisher's Blend brand all-purpose flour; handypak. 2 lbs. net wt. Appl. author: Emma McCormick States. NM: format & recipes. © 28Oct57; KK131130.

Graham flour, coarse ground; handypak. 2 lbs. net wt. Appl. author: Emma McCormick States. NM: format, recipes & col. illus. © 18Nov57; KK131132.

Meet the new Fisher family; they're superseal handypaks. Buckwheat flour, yellow corn meal [and 7 other] flours and cereals. Appl. author: Trevor Heiser Evans. © 20Feb58; KK132181.

Oatmeal eaters, we challenge you to try Zoom; whole wheat cereal. (In Seattle times, Nov. 20, 1957, p.43) Appl. author: Trevor Heiser Evans. © 20Nov57; KK130975.

Old-fashioned eastern buckwheat flour, not self-rising; handypak. 2 lbs. net wt. Appl. author: Emma McCormick States. NM: format, recipes & col. illus. © 20Nov57; KK131133.

100% whole wheat flour, fine ground; handypak. 2 lbs. net wt. Appl. author: Emma McCormick States. NM: format, recipes & col. illus. © 20Nov57; KK131137.

Rye flour; handypak. 2 lbs. net wt. Appl. author: Emma McCormick States. NM: format, recipes & col. illus. © 3Dec57; KK131135.

Wheat germ, natural--not toasted; handypak. 1 lb. 4 oz. net wt. Appl. author: Emma McCormick States. NM: format, recipes & col. illus. © 6Nov57; KK131134.

Yellow corn meal, not degerminated; handypak. 2 lbs. net wt. Appl. author: Emma McCormick States. NM: format, recipes & col. illus. © 28Oct57; KK131136.

FISHER-PRICE TOYS, INC. © 1958 Easter carts. No.301 [and 5 other toys] Great Britain. NM: additions & revision. © 4Nov57; KK131371.

FISHLOVE (H.) & CO. © Clown party nose; be the life of the party. No.680. Appl. author: Irving Fishlove. © 3Mar58; KK132513.

Granpa's memo holder & paper clamp. No.681. False teeth. Appl. author: Irving Fishlove. © 3Mar58; KK132512.

Space-Trix; planet tricks of mystic action. No.682. Appl. author: Irving Fishlove. © 3Mar58; KK132511.

Spook hand; for a million laughs. No.679. Appl. author: Irving Fishlove. © 3Mar58; KK132514.

FITZGIBBONS BOILER CO., INC. ©
R-Z-U Junior, gas fired boiler unit.
Catalog no. JR10-1G. Appl. author:
Robert P. McAndrew. © 23Apr58;
KK134190.

FLANARY, L. L.
How to get beautiful reds on problem
hair. SEE Clairrol, Inc.

FLAVOUR CANDY CO. ©
Candy ABC's; quality fruit flavored
confections. Net wt. one quarter
pound. (A learn and play game
package) © 20Feb58 (in notice:
1957); KK133328.

Candy zoo; quality fruit flavored
confections. Net wt. one quarter
pound. (A learn and play game
package) © 20Feb58 (in notice:
1957); KK133329.

FLORENCE FURS. ©
A personal memo to a husband, from
a loving wife. (In The Scranton-
ian, Aug. 4, 1957, p.24) Appl.
author: Florence Balut Burtz.
© 4Aug57; KK132947.

FLORIDA CITRUS COMMISSION. ©
I'll be vitamin C-ing you; this
early riser gets his orange juice
fast because it's conveniently
canned. I'm Flora, the Florida
orange. (In Farm Journal, Feb.
1957, p.143) Appl. author:
Benton & Bowles, Inc. © 26Jan57;
KK132579.

Make mine orange juice and make it
fresh-frozen. (In Life, Mar. 11,
1957, p.142) Appl. author:
Benton & Bowles, Inc. © 6Mar57;
KK132580.

FLOXOLF LABORATORY.
X-it, antiflogistic first-aid dress-
ing for healing burns and skin
irritation. © Mary D. George t.a.
Floxolf Laboratory; 3May58;
KK134055.

FOOD PRODUCTS DIVISION, ROGERS BROS.
SEED CO., INC. SEE Rogers Bros.
Seed Co., Inc.

FOOTE, CONE & BELDING, INC. ©
What happens to the share of mind
your advertising buys? Original
research ... sheds new light on
consumers' memory of advertising.
Appl. author: Charles B. Shank.
© 5May58; KK134753.

FORD MOTOR CO. ©
Diesel tractors; product announce-
ment. AD-6780. © Ford Motor
Co. (in notice: Tractor & Imple-
ment Division, Ford Motor Co.);
3Jan58; KK132020.

Front mounted cultivators; rear
furrowing bars, a type for every
need. Series 402-405. AD-6811.
© 12Mar58; KK133730.

Front mounted middlebustlers. Series
113 for Ford single and dual wheel
row crop tractors. AD-6730.
© 28Apr58; KK135296.

Installation instructions for Fomoco
brake linings for 1958 Thunder-
bird. Form I.S.-183. © 17Mar58;
KK133453.

Installation instructions for power
brake unit; for use on 1957 models
only. Installation specification
IS-25A. © 25Feb58; KK133452.

Installation instructions for power
brake unit; for use on 1958 models
only. Installation specification
IS-25B. © 25Feb58; KK133454.

Installation specifications; I.S. 209.
Thunderbird seat belt bracket;
18621 kit. © 22Apr58; KK134021.

Instruction for installation of
power brake 1958 Thunderbird.
Installation specification
IS-185A. © 6Feb58 (in notice:
1957); KK132221.

New Ford Powermaster tractors;
801 series. AD-6689.
© 19Dec57; KK131538.

New Ford wheel type disc harrow
Flexo Hitch; series L.
AD-6655. © 21Nov57; KK131537.

New Ford Workmaster tractors;
601 series. AD-6688.
© 12Dec57; KK131536.

Now, low cost field shelling; new
Ford 1-row mounted picker sheller.
Series 604. AD-6795.
© 20Jun58; KK135339.

Official entry blank; Mercury per-
formance champion sweepstakes
official game board. © 15Mar58;
KK133910.

Rear attached mower, for all Ford
tractors. Series 501. AD-6792.
© 2Jun58; KK135298.

Two-furrow, two-way moldboard plow;
turns all furrows same direction.
AD-6791. © 2Jun58; KK135297.

New Ford 801 series diesel tractors.
AD-6756. © 17Feb58; KK133731.

FOREST LAWN MEMORIAL-PARK ASSN. ©
At Christmas, remember with flowers.
© 27Nov57; KK133419.
Everything in one beautiful place;
Forest Lawn offers complete under-
taking and cemetery services.
(In The Valley times, Feb. 18,
1958, p.24) © 18Feb58 (in notice:
1957); KK133416.

Everything in one beautiful place;
mortuary, cemetery, churches,
flower shop. (In The Valley
times, Jan. 28, 1958, p.24)
© 28Jan58; KK133417.

The new Freedom Mausoleum.
© 14Feb58; KK133415.

Now after long research, the beauti-
ful Guardian lawn vase.
© 25Nov57; KK133418.

FORT DODGE LABORATORIES, INC. ©
First aid for your dog.
© 27Feb58; KK132976.

FOUNDRY SPECIALTIES CO. ©
New, aluminum boat anchors.
4 sizes. Appl. authors: William
Bodmer & Albert R. Markety.
© 23Dec57; KK132391.

FOX, LEW. ©
Cash-velope sales promotion. It
pays you to have — do all of
your dry cleaning. © 17Feb58;
KK132287.
Game of Anticipation; anticipate the
next move ... of tic-tac-toe and
wear the ring of your choice.
© 10Jan58; KK132233.

Let's all play Puzz-L-Quiz; just
correctly complete the 16 unit
Puzz-L-Quiz and the all new Name-
O-Rest mattress ... will be placed
in your home. © 2Feb58;
KK131818.

FRAM CORP. ©
Another Fram first; the biggest con-
sumer advertising campaign in
filter history. Appl. author:
Mark A. Fuller. © 1Feb58;
KK134662.

Filter facts. Issued Feb. '58.
Appl. author: Mark A. Fuller.
© 1Feb58; KK134663.

Fram says, take five; these fine,
new cars, use Fram full-filtration
filters. Appl. author: Mark A.
Fuller. © 1Feb58; KK134664.

New Fram Inspect-O-Light and display
AH-795; sells Fram air filters day
& night. Appl. author: Mark A.
Fuller. © 1Feb58; KK134665.

Now Fram offers this all purpose
wash-n-wear jacket; this handsome
jacket plus 2 free Fram C-4 cart-
ridges are packed in the D-5.
Appl. author: Mark A. Fuller.
© 1Feb58; KK134666.

Reduce nasal irritants with a Fram
air-conditioner filter.
© 11Dec57; KK131009.

Take five; oil, air, fuel, water
filters. Appl. author: Mark A.
Fuller. © 1Feb58; KK134668.

Wall rack costs you nothing; your
new Fram wall rack will boost your
cartridge sales. Appl. author:
Mark A. Fuller. © 1Feb58;
KK134667.

Wholesalers salesman's record, 1958;
Fram authorized service dealer.
Fastest selling oil filter cart-
ridges. Appl. author: Mark A.
Fuller. © 1Feb58; KK134661.

FRAN STEF MANUFACTURING CO. ©
Fun to-do, by Lord Francis. Belt n'
wallet set. Boys. © 23Apr58;
KK134231.

Fun to-do, by Lord Francis. Key cas
n' wallet set; just lace up.
Boys. © 23Apr58; KK134229.

Fun to-do, by Miss Francis. Belt n'
wallet set. Girls. © 23Apr58;
KK134230.

Fun to-do, by Miss Frances. Key cas
n' wallet set; just lace up.
Girls. © 23Apr58; KK134228.

FRANKLIN-MONROE CO. ©
Photos don't have 9 lives; please
don't fold. Appl. author: Frank-
lin Jossel. © 25Apr58; KK133771.

FRAWLEY CORP. ©
Genuine Paper Mate, recommended for
accountants only; fine point re-
fill with exclusive silvered tip;
jet black ink. © 20Oct54;
KK131149.

FRIDEN, INC. ©
Actually, with tape-talk, Friden
has re-invented the office.
Add-Punch; Computyper. (In The
Wall Street Journal, Feb. 26,
1958, p.20) Appl. author:
J. Walter Thompson Co. © 26Feb58;
KK132315.

The challenge of Friden tape-talk is
big as your imagination. Compu-
typer [and 6 other] machines.
(In U. S. news & world report,
Jan. 31, 1958, p.12) Appl. au-
thor: J. Walter Thompson Co.
© 27Jan58; KK131810.

Is Friden tape-talk the biggest
office change of our time? Compu-
typer [and other] machines. (In
U. S. news & world report, Apr. 11,
1958, p.22) Appl. author:
J. Walter Thompson Co. © 7Apr58;
KK133643.

Today's handwriting on the wall is
punched in tape by Friden.
Selectadata [and other] equipment.
(In U. S. news & world report,
May 23, 1958, p.19) Appl. author:
J. Walter Thompson Co. © 19May58;
KK134717.

Why this is the era of the Friden
automatic office. Add-Punch [and
7 other] machines. (In The Wall
Street Journal, Mar. 18, 1958,
p.22) Appl. author: J. Walter
Thompson Co. © 18Mar58;
KK132824.

FRISCH ADVERTISING SERVICE. ©
New ideas from Frisch Advertising
Service; specialists in bank pro-
motions. 3 free gifts to each new
depositor. Appl. author: Irving
Frisch. © 2May58; KK134385.

FRONTIER REFINING CO. ©

Do you ever wonder how gasoline quality is controlled? You can't buy better ... than Frontier Platinum or Bronze. (In The Denver post, Dec. 12, 1957, p.61) © 12Dec57; KK131362.

Do you ever wonder what difference there is between premium and regular gasolines? You can't buy better ... than Frontier Platinum or Bronze. (In The Denver post, Nov. 7, 1957, p.57) © 7Nov57; KK131360.

Here's the lowdown on gasoline claims for power and performance. You can't buy better ... than Frontier Platinum or Bronze. (In The Denver post, Oct. 10, 1957, p.57) © 10Oct57; KK131358.

Here's why we change our gasoline blend in winter. You can't buy better ... than Frontier Platinum or Bronze. (In The Denver post, Nov. 21, 1957, p.61) © 21Nov57; KK131361.

How many miles can you drive on an acre of oil? You can't buy better ... than Frontier Platinum or Bronze. (In The Denver post, Jan. 9, 1958, p.48) © 9Jan58; KK131363.

What's behind all these claims for more powerful gasoline? You can't buy better ... than Frontier Platinum or Bronze. (In The Denver post, Sept. 26, 1957, p.53) © 26Sep57; KK131357.

You wouldn't expect to find the president of a refinery pumping gasoline. You can't buy better ... than Frontier Platinum or Bronze. (In The Denver post, Oct. 24, 1957, p.57) © 24Oct57; KK131359.

FRUIT PRODUCTS CORP. ©

Delicious Ducky Dubble water ice. Appl. author: Murray Morgan. © 25Feb58; KK135232.

Delicious Icy-Frost twins. Appl. author: Murray Morgan. © 25Feb58; KK135231.

Rocket to prizes in the I.C.N. sales stars campaign, 1958. Appl. author: Murray Morgan. © 22Jan58; KK135243.

Wild West Twin contest. Icy-Frost twins. Appl. author: Murray Morgan. © Fruit Products Corp. (in notice: Fruit Products Corp., Ice Cream Novelties Division); 14Apr58; KK135230.

RYE & SMITH, LTD. ©

Atlas, U. S. Air Force. (Missile and jet plane trading card, 32) Appl. author: Mel D. Baker. © 25Mar58; KK133133.

Bomarc, U. S. Air Force. (Missile and jet plane trading card, 39) Appl. author: Mel D. Baker. © 25Mar58; KK133134.

Delta Dagger, U. S. Air Force. (Missile and jet plane trading card, 28) Appl. author: Mel D. Baker. © 25Mar58; KK133132.

Firebee, Air Force, Navy & Army. (Missile and jet plane trading card, 15) Appl. author: Mel D. Baker. © 25Mar58; KK133131.

Free, in Nesbitt's 6-bottle carton, 42 guided missile and jet plane trading cards. Appl. author: Mel D. Baker. © 25Mar58; KK134133.

Hustler, U. S. Air Force. (Missile and jet plane trading card, 33) Appl. author: Mel D. Baker. © 25Mar58; KK133139.

Jupiter, U. S. Army. (Missile and jet plane trading card, 35) Appl. author: Mel D. Baker. © 25Mar58; KK133135.

Snark SM-62, U. S. Air Force. (Missile and jet plane trading card, 6) Appl. author: Mel D. Baker. © 25Mar58; KK133130.

Space ferry ship. (Missile and jet plane trading card, 36) Appl. author: Mel D. Baker. © 25Mar58; KK133138.

Thor, U. S. Air Force. (Missile and jet plane trading card, 27) Appl. author: Mel D. Baker. © 25Mar58; KK133136.

Vertijet, U. S. Air Force. (Missile and jet plane trading card, 22) Appl. author: Mel D. Baker. © 25Mar58; KK133137.

G

G H BEVERAGE CORP. ©

Coolossal news from the famous Good Humor man; new Good Humor soft drinks made with real fruit flavors. (In Warren tribune chronicle, Apr. 10, 1957, p.31) Appl. author: Robert M. Swiskow. © 10Apr57; KK134743.

G. H. P. CIGAR CO. ©

For a brighter Christmas give El Producto. (In Chicago daily news, Dec. 3, 1957, p.37) Appl. author: Compton Advertising, Inc. © 3Dec57; KK131088.

If smoking is a hobby, not a habit, El Producto spells relax. [Hand holding book, eyeglasses, cigar in hand, dog] (In Chicago daily tribune, Feb. 21, 1958, sports, p.3) © 12Feb58; KK132772.

If you enjoy cigar after cigar after cigar, El Producto spells mild. [Cigar stuck in man's hat band, 2 hands holding cigars] (In Chicago daily tribune, Feb. 6, 1958, sports, p.3) © 6Feb58; KK132773.

If you're a gay blade, El Producto spells style. [Hand holding flowers, flower stuck in man's hat band, hand holding cigar] (In Chicago daily tribune, Mar. 19, 1958, sport, p.3) © 19Mar58; KK132970.

If you're a gay blade, El Producto spells style. [Man's hat, glove holding flowers, cigar in hand] (In Chicago daily tribune, Feb. 19, 1958, sports, p.2) © 19Feb58; KK132771.

La Palina; every box a better gift, every inch a better cigar. (In The Washington post & times herald, Dec. 1, 1957, p.66) Appl. author: Compton Advertising, Inc. © 1Dec57; KK131089.

Penny for penny, El Producto spells value. [Clown's hat & hands juggling pennies] (In The Pittsburgh press, Feb. 19, 1958, p.43) © 19Feb58; KK132774.

Pleasure begins with La Palina. [Woman lighting cigar of man in baseball cap] (In Buffalo courier express, Apr. 6, 1958, section D, p.2) © 6Apr58; KK133888.

Pleasure begins with La Palina. [Woman lighting cigar of man in fedora] (In Buffalo courier express, Apr. 13, 1958, section C, p.4) © 13Apr58; KK133887.

Where there's smoke, there's Lovera, and a merry Santa, pop. (In News, Port Arthur, Tex., Dec. 3, 1957, p.12) Appl. author: Compton Advertising, Inc. © 3Dec57; KK131090.

You'll feel so romantic with an El Producto. [Gondola scene] (In Chicago daily news, Nov. 12, 1957, p.33) Appl. author: Compton Advertising, Inc. © 12Nov57; KK131087.

GABRIEL, SIDNEY S., d.b.a. ZIPON WOOD FINISHES. SEE Zipon Wood Finishes.

GABRIEL CO.

Take those bumps in stride, go Gabriel; shock absorbers. (In The Saturday evening post, May 17, 1958, p.84) Appl. author: Keeling & Co., Inc. © Gabriel Co. (in notice: Gabriel Division of the Gabriel Co.); 17May58; KK134315.

GALLO (E. & J.) WINERY. ©

Ahhhhhhhhhhh; California port. Appl. author: Doyle Dane Bernbach, Inc. © 28Apr58; KK134741. Great winter drink; Thunderbird. Appl. author: Doyle Dane Bernbach, Inc. © 14Feb58; KK132365.

GANDRUD (E. S.) CO. ©

Gandy Spred-N-Till tool bar applicator. Appl. author: Ebenhard S. Gandrud. © 23Jan58; KK132252.

GARLON PRODUCTS. ©

Bridge and crane construction set; over 150 quality wood and steel pieces. No. 432 7-12. Appl. author: Jack Garfinkel. © 1Nov57; KK131799.

GARVIN-MILBIT. ©

The expectant mother pac. [Tape measure, doll & other items] Appl. author: Murray H. Garvin. © 15Dec57; KK132650.

Your Hip-Nip, a handy flask that'll hold anything. Appl. author: Murray H. Garvin. © 15May58; KK135034.

GARVIN-MILBIT MANUFACTURING CO., INC. ©

The expectant father pac. [Clothes pin, aspirin & other items] Appl. author: Murray H. Garvin. © 10Feb55; KK132651. The expectant parents pacs. Diaper bag, nose pin [and other items] Appl. author: Murray H. Garvin. © 15Dec57; KK132652.

GARY-HOWE CORP. ©

New, phantom meal discovery speeds fat out of your body; Wonder-Slim. (In The Knoxville journal) © 1Apr58; KK133225. New phantom meal tranquilizes appetite and hunger; Wonder-Slim. © 24Mar58; KK133613.

GATES, JEROME W., JR. d.b.a. GATES ACOUSTINET CO. SEE Gates Acoustinet Co.

GATES ACOUSTINET CO.

Sof'Tone acoustical cabinets for all noisy office machines. (In The Office, Mar. 1957, p.180) © Jerome W. Gates, Jr. d.b.a. Gates Acoustinet Co.; 1Mar57; KK132959.

GATES RUBBER CO. ©

Research gauge. How to use; how to assemble. Appl. author: William L. Burkhard. © 2Jan58; KK133441.

GATEWAY MARKETING SERVICE, INC. ©

An invitation; come see where your money grows. First Federal Savings & Loan Assn. of Greene County. © 17Mar58 (in notice: 1957); KK133242.

Look at both sides of every coin; save where your money grows faster. Dollar Savings & Loan Assn. © 1Apr58; KK133176.

Save where you get more for your money. Standard Savings & Loan Assn. © 1Apr58; KK133177.

Start now, watch your savings grow; your savings grow faster at Sewickley Savings & Loan Association. © 1Apr58; KK134337.

GATEWAY MARKETING SERVICE, INC. Cont'd.
What do you want? Since 1897,
dedicated to sound and efficient
financial service. First Federal
Savings & Loan Millvale.
© 1Apr58; KK133175.
Your magic entrance to security.
First Federal Savings & Loan Assn.
of Greene County. © 18Mar58;
KK133241.

GENERAL DISTILLERS CORP. OF KENTUCKY
d.b.a. TWINBROOK DISTILLERIES.
SEE Twinbrook Distilleries.

GENERAL FIREPROOFING CO. ©
Case history no.11. How to develop
an efficient tool room.
© 1Jan58; KK132151.
GF 1600 line desks. © 1Dec57;
KK131652.

GENERAL FOODS CORP. ©
Birds Eye harvest of time-savers;
some freeze food, Birds Eye
freezes flavor. (In Pittsburgh
press, Nov. 14, 1957, p.32)
Appl. author: Young & Rubicam,
Inc. © 14Nov57; KK131926.
Free, your first package of new
Birds Eye spaghetti & meat;
free, your first package of new
Birds Eye macaroni & cheese. (In
Boston globe, Oct. 16, 1957,
p.37) Appl. author: Young &
Rubicam, Inc. © 16Oct57;
KK131410.
Get a load of this offer; Birds Eye
gives you 25¢ just for trying 4
cans of their great orange juice.
[Arthur Godfrey] (In Hartford
times, Nov. 21, 1957, p.41)
Appl. author: Young & Rubicam,
Inc. © 21Nov57; KK131927.
One: New, improved Minute rice. SEE
Carnation Co.

GENERAL GRAVURE SERVICE CO., a subsid-
iary of MODERN ENGRAVING & MACHINE
CO. SEE Modern Engraving & Machine
Co.

GENERAL METALS, INC. ©
Speedy Spread equipment for nitrogen
solutions and liquid fertilizers.
Condensed catalogue N-267.
© 4Nov57; KK131032.
Speedy-Spread trailers featuring
dial the rate of application.
Model TPD-200; models S & N.
Bulletin N-268. © 14Nov57;
KK132919.

GENERAL MILLS, INC. ©
Betty Crocker all purpose meringue
mix. 4.1 oz. net wt. Series no.1.
© 26Dec57; KK133761.
Betty Crocker Bisquick, variety
baking mix; economy size. Net wt.
4 lbs. Series 79C. © 14Oct57;
KK133763.
Betty Crocker Boston cream pie; all
three mixes for complete dessert.
1 lb. 1/2 oz. net wt. Series no.1.
© 17Jan58; KK133512.
Betty Crocker Hi-Pro, high-quality
protein flakes with 10 essential
vitamins & minerals. Net wt. 6 1/2
oz. Series no.1. © 19Mar58;
KK134577.
Betty Crocker Protein Plus, high
protein hot oat cereal with
toasted wheat germ. Net wt.
1 lb. 2 oz. Series no.1.
© 22Nov57; KK131651.
New, radiant-crisp Wheaties; whole
wheat flakes. Net wt. 12 oz.
Series no.140. © 17Jan58;
KK134578.
Purity Oats, instant; try Betty
Crocker. Net wt. 1 lb. 2 oz.
© 15Apr58; KK133762.

GENERAL TIRE & RUBBER CO. ©
General Dual 90; only the nygen tire
... makes possible the most daring
statement in tire history, we pay
for road service if you have a
puncture. (In The Saturday evening
post, Apr. 19, 1958, p.8-9) Appl.
author: Stanley Seward. © 15Apr58;
KK134500.
We pay for road service if you have a
puncture; only the General Dual 90
with 2 treads and Nygen cord dares
this statement. (In The Wall Street
journal, Apr. 28, 1958, p.9)
Appl. author: Stanley Seward.
© 28Apr58; KK134053.

GENERAL PUB. CORP. ©
Record-O-Check; an easy, convenient
way to keep the records you need.
Appl. states prev. pub. no.124692.
NM: wording & design. © 13Dec57;
KK131151.

GENERAL WATERPROOFING CORP. ©
Moisture proof? Stop water fast
with the Plugit twins; Quickset,
masonry paint. Appl. author:
R. G. Walker. © 2Jan58;
KK131624.
Stop water with the Plugit twins;
quickset putty, cement paint.
Appl. author: R. G. Walker.
© 2Jan58; KK131623.
Stop water with the Plugit twins;
quickset putty, cement paint.
Appl. author: Ruth E. Walker.
© 19Mar58; KK132828.

GEORGE, MARY D. t.a. FLOXOLF LABORA-
TORY. SEE Floxolf Laboratory.

GIDDINGS & LEWIS MACHINE TOOL CO.
New 39" upright drilling machine.
Bulletin U-28. © Cincinnati
Bickford Division, Giddings &
Lewis Machine Tool Co.; 1Aug57;
KK133286.

GILLETTE CO. ©
Adjustable one piece razor.
© Gillette Co. (in notice:
Gillette Safety Razor Co., a
division of the Gillette Co.);
10Sep57; KK132162.
Announcing the revolutionary, new
Gillette adjustable razor. Father's
Day. (In Erie times-news, June 1,
1958, comics, p.3) Appl. author:
Maxon, Inc. © 1Jun58; KK134755.
Bob Cousy shows you how he makes a
hook shot and how he gets fast,
clean shaves ... with the Gillette
super-speed razor. (In Army times,
Feb. 15, 1958, p.17) Appl. au-
thor: Maxon, Inc. © 15Feb58;
KK132199.

Boost your Gillette super-speed
razor sales up to 100% or more
with free rotary rack. (In Chain
store age, drug ed., Jan. 1958,
p.37) Appl. author: Maxon, Inc.
© 10Jan58; KK131301.

A Boston company changed the face of
the world; the man's name was King
C. Gillette and his idea became
the Gillette safety razor and the
Gillette Blue Blade. (In New York
times, sec.10, May 18, 1958, p.27)
Appl. author: Maxon, Inc.
© 18May58; KK134361.

Druggists, Gillette Father's Day
promotions pile up bigger sales;
Foamy, shaving cream. New Gillette
fishin' kit. (In Drug topics,
Apr. 28, 1958, p.52-53) Appl.
author: Maxon, Inc. © 28Apr58;
KK133872.

Father's Day promotions pile up
bigger sales year after year.
For '58, new Gillette fishin' kit;
Foamy, shaving cream. (In Buying
guide, June 1958, p.23) Appl.
author: Maxon, Inc. © 1Jun58;
KK134767.

Frank Malzone shows you how to field
a bunt and how he gets good-look-
ing shaves that feel great; there
are 3 Gillette super-speed razors.
(In Army times, Mar. 15, 1958,
p.41) Appl. author: Maxon, Inc.
© 15Mar58; KK132680.

Fred Haney. How to defend against
the bunt, and how to get fast
shaves. There are 3 Gillette
super-speed razors. (In Army time
group, Apr. 19, 1958, p.40)
Appl. author: Maxon, Inc.
© 19Apr58; KK133977.

Free fishin' kit; golden lure ... in
handy fly and bait box with Gillette
super-speed razor ... and Gillette
Blue Blade dispenser. © 18Mar58;
KK133729.

Get a load of this; there's real
money in Gillette razors, blades
and shaving creams. Father's Day.
(In NATD co-ordinator, Apr. 1958,
p.172-175) Appl. author: Maxon,
Inc. © 1Apr58; KK133349.

Gifts; 49¢ to \$2.45. © 25Nov57;
KK132159.

Grocers, Gillette Father's Day pro-
motions pile up bigger sales;
Free fishin' kit ... with Gillette
super-speed razor. Foamy, shaving
cream. (In Progressive grocer,
May 1958, p.216-217) Appl. au-
thor: Maxon, Inc. © 1May58;
KK134056.

Here's the newest, most versatile
blade display yet; self-service
rack. Blue blades. (In Chain
store age, grocery ed., Mar. 1958,
p.64) Appl. author: Maxon, Inc.
© 28Feb58; KK133319.

New pink Pamper shampoo, by Tony.
3 1/2 fl. oz. © Gillette Co.,
Toni Co. Division; 13Mar58;
KK133982.

1 of the 3 Gillette super-speed
razors really has it for you.
(In The Sporting news, Jan. 29,
1958, p.14-15) Appl. author:
Maxon, Inc. © 29Jan58; KK131727.

Store managers, Gillette Father's Day
products pile up bigger sales;
Foamy, shaving cream. New Gillette
fishin' kit. (In Post exchange,
May 1958, p.24-25) Appl. author:
Maxon, Inc. © 1May58; KK133832.

Store managers, Gillette Father's Day
promotions pile up bigger sales;
for '58 a whoppin' success.
Foamy, shaving cream; Fishin' kit
(In Variety store merchandiser,
May 1958, p.40-41) Appl. author:
Maxon, Inc. © 1May58; KK133880.

GILLETTE SAFETY RAZOR CO., a division
of the GILLETTE CO. SEE Gillette
Co.

GILYARD, GALEN E. ©
Gifts by wire; guaranteed delivery
© 30Oct57; KK132613.

GINGOLD, LOUIS L. & ABE A. GREEN t.a.
RESULTS UNLIMITED. SEE Results
Unlimited.

GINSBURG BROS., INC. d.b.a. STIX-TITE
LABEL & TAPE CO. SEE Stix-Tite
Label & Tape Co.

GITS MOLDING CORP. ©
Gitsware Town & Terrace, a new con-
cept in dinnerware for modern
living. Two year service warren
Appl. author: Lloyd Wilbur Byrne
© 10Apr58; KK134841.

GITWARE CORP. ©
Gitsware announces Town & Terrace,
a new concept in dinnerware for
modern living; exclusively produ-
of Tyril. Appl. author: Lloyd
Wilbur Byrnes. © 14Jan58;
KK134842.

GLASCOCK BROS. MANUFACTURING CO. ©

Everyone wants cold, delicious Tasty Shake; Glasco, first in pre-mix. Tasty Shake vendors. Appl. author: Applegate Advertising Agency, Inc. © 26May58; KK134580.

GLEASON CORP. ©

Boat Rolaway kit; model no. 35021; for manually handling all craft up to 16 ft. in length. Catalog page no. 459. Appl. author: John A. Pescheck. © 27Dec57; KK130999.

GLENMORE DISTILLERIES CO. ©

Colonel Thompson likes the cool of evening; Old Kentucky Tavern. (In Life, Apr. 15, 1957, p. 115) Appl. author: John D. O'Connell. © 15Apr57; KK132231.

GLIDDEN CO. ©

Coconut Christmas tree cake; new Durkee holiday centerpiece idea for 1957. (In Parade, Dec. 8, 1957, p. 29) Appl. author: Meldrum & Fewsmith, Inc. © Durkee Famous Foods Division, Glidden Co.; 8Dec57; KK134790.

For a midwinter lift that lasts, do your spring painting now with Spread Satin, the latex wonder wall paint. (In The Saturday evening post, Feb. 1, 1958, p. 89) Appl. author: Meldrum & Fewsmith, Inc. © 28Jan58; KK133909.

How a Glidden paint can help air-condition your home. (In U. S. news & world report, Nov. 29, 1957, p. 68) Appl. author: Meldrum & Fewsmith, Inc. © 25Nov57; KK131128.

How jet black becomes Glidden white for coats of many colors. (In U. S. news & world report, Dec. 20, 1957, p. 82) Appl. author: Meldrum & Fewsmith, Inc. © 16Dec57; KK134791.

How to get the whiteness or color brightness you demand for your finer finishes; pigments. (In American paint journal, Jan. 6, 1958, p. 30-31) Appl. author: Meldrum & Fewsmith, Inc. © 3Jan58; KK133944.

GLITTER BUG PRODUCTS CO.

Glitter Litter Bug. © Glitter Bug Products Co., a partnership composed of Janet Moody & Ellen Grace Hamer; 10Dec57; KK133029.

GLOBE INDUSTRIES, INC.

Free hands, free eyes, free mind, while your Globe Autopilot flies. (In Flight magazine, Jan. 1958, p. 55) © Globe Industries, Inc. (in notice: Special Products Division, Globe Industries, Inc.); 13Jan58 (in notice: 1957); KK133756.

Go relaxed, arrive untaxed, when your Globe Autopilot flies. (In Cross-country news, Dec. 19, 1957) © Globe Industries, Inc. (in notice: Special Products Division, Globe Industries, Inc.); 19Dec57; KK131082.

GOFF, FRANK M. & JAMES F. GOFF, sole owners, SIOUX FEATURES SYNDICATE. SEE Sioux Features Syndicate.

GOFF, JAMES F. & FRANK M. GOFF, sole owners, SIOUX FEATURES SYNDICATE. SEE Sioux Features Syndicate.

GOLDEEN'S, INC. ©

Custom-made draperies; Balboa 100% nylon carpet. (In San Jose mercury-news, Feb. 2, 1958, p. 26) Appl. author: Mary Chaney Hoffman. © 2Feb58; KK132028.

Your choice of six complete patio groups. 8-piece group with two chaise lounges [and 5 other] groups. (In San Jose mercury-news, Apr. 13, 1958, p. 26) Appl. author: Mary Chaney Hoffman. © 13Apr58; KK133566.

GOLDEN WHEEL CREATION. ©

Mink fertilizer. This isn't really mink fertilizer; the bag content is high quality peat moss. Appl. author: August G. Reibling. © 17Dec57; KK133073.

GOOD TIME JAZZ RECORD CO., INC. ©

Stereo records, a great new label presents true stereophonic sound on disk. S-7001 [and 5 other albums] (In The Billboard, May 12, 1958, p. 21) © 12May58; KK134918.

GOODBODY, LTD. ©

Irish soda bread mix; made in Ireland. Net wt. 1 lb. Dublin. © 21Feb58; KK132789.

GOODMAN (A.) & SONS, INC. ©

Round tea matzos. Net wt. 10 ozs. © 3Feb58 (in notice: 1957); KK133033. Square matzos; Passover. Net wt. 12 ozs. © 3Feb58; KK133034.

GOODRICH (B. F.) CO. ©

Hundreds of different B. F. Goodrich truck tires; Smileage. (In Time, June 2, 1958, p. 1) © 2Jun58; KK135087.

Smileage; drive trouble-free on B. F. Goodrich Silvertowns, the happy mileage tires. (In Life, Mar. 24, 1958, p. 1) © 24Mar58; KK133805.

Smileage; driving is fun on B. F. Goodrich Silvertowns. 4 tires, 4.00 down. (In The Saturday evening post, June 7, 1958, p. 5) © 7Jun58; KK135086.

Smileage; driving is fun on B. F. Goodrich Silvertowns. 4 tires, \$4 down. Trade-in sale. (In Life, June 16, 1958, p. 1) © 16Jun58; KK135085.

Smileage; driving is fun on B. F. Goodrich Silvertowns. (In Life, Apr. 21, 1958, p. 1) © 21Apr58; KK133806.

Smileage; get B. F. Goodrich Silvertowns and stop worrying about your tires. (In The Saturday evening post, Feb. 1, 1958, p. 8-9) © 1Feb58; KK132419.

Smileage; new B. F. Goodrich nylon Life-Saver Silvertown fixes flats before they happen. (In Holiday, Mar. 1958, p. 96) © 19Feb58; KK133804.

Smileage; nylon. Featured in our thrift tag tire sale. (In The Cleveland press, Apr. 16, 1958, p. 70) © 16Apr58; KK134402.

Smileage; start getting smileage with B. F. Goodrich Silvertowns. 4 tires, \$4 down. Top trade-in sale. (In The Saturday evening post, May 10, 1958, p. 8-9) © 10May58; KK135088.

GORDON'S DRY GIN CO., LTD. ©

Millions know drinks never taste thin with Gordon's gin. (In The New York times, May 27, 1958, p. 20) Appl. author: L.H. Hartman Co., Inc. © 27May58; KK134614.

GORHAM CO. ©

Do not handle with kid gloves; sterling. The New Stardust [and 17 other patterns] (In Charm, Apr. 1958, p. 20) Appl. author: Donahue & Coe, Inc. © 1Apr58; KK134213.

Having fun at home is up to you; sterling. The New Stardust [and 17 other patterns] (In Better homes & gardens, Apr. 1958, p. 158) Appl. author: Donahue & Coe, Inc. © 1Apr58; KK134214.

How to feel like a million; sterling. The New Stardust [and 17 other patterns. Couple dining from top of crate] (In Charm, May 1958, p. 40) Appl. author: Donahue & Coe, Inc. © 1May58 (in notice: 1957); KK134939.

How to feel like a million; sterling. The New Stardust [and 17 other patterns. Couple eating from top of crate] (In Mademoiselle, Mar. 1958, p. 72) Appl. author: Donahue & Coe, Inc. © 1Mar58 (in notice: 1957); KK133121.

How to woo and win a man; sterling. The New Stardust [and 17 other patterns] (In Seventeen, Apr. 1958, p. 144) Appl. author: Donahue & Coe, Inc. © 1Apr58; KK134217.

Is your family a fun family? Sterling. The New Stardust [and 17 other patterns] (In Seventeen, Feb. 1958, p. 104) Appl. author: Donahue & Coe, Inc. © 1Feb58; KK132319.

The talented guest gives Gorham sterling. Rondo [and 6 other patterns] (In House beautiful, Apr. 1958, p. 5) Appl. author: Donahue & Coe, Inc. © 1Apr58; KK134215.

There's a pattern for a happy marriage; sterling. The New Stardust [and 17 other patterns] (In Bride's magazine, spring 1958, p. 90) Appl. author: Donahue & Coe, Inc. © 15Jan58; KK132320.

There's a pattern for a happy marriage; sterling. The New Stardust [and 17 other] patterns. (In Bride's magazine, summer 1958, p. 58) Appl. author: Donahue & Coe, Inc. © 15Apr58; KK134216.

They call them party settings; sterling. The New Stardust [and 17 other patterns. Buffet supper] (In Seventeen, Mar. 1958, p. 138) Appl. author: Donahue & Coe, Inc. © 1Mar58; KK133122.

GORTON (GEORGE) MACHINE CO. ©

Eventually you'll buy a Gorton Master mil. (In American machinist, Mar. 24, 1958, p. 191) Appl. author: Ira Ogilvie. © 24Mar58; KK134111.

GOTHE, DAVID E. t.a. POCONO PEAT CO. SEE Pocono Peat Co.

GRAND AWARD RECORD CORP. ©

Around the world on 88 keys; a musical holiday tour ... by Andy Ackers, internationally popular pianist, with rhythm accompaniment. G. A. 33-362. © 17Dec57; KK131177.

Enoch Light and his orchestra play waltzes for dancing. In a little Spanish town, Always [and 12 other songs] G. A. 33-372. © 24Apr58; KK133815.

The Flirty 30's, v.1; exciting performances by Enoch Light and the Light Brigade with many of TV's most talented singers. G. A. 33-371. © 24Apr58; KK133816.

Great American marches, performed by Charles Margulis and his brass band. Semper fidelis, Trumpet holiday [and other songs] G. A. 33-369. © 24Apr58; KK133818.

GRAND AWARD RECORD CORP. Cont'd.

The great song hits of the Glenn Miller orchestra and the Tommy Dorsey orchestra; exciting performances by the All Star Alumni orchestras. G. A. 33-366. © 24Apr58; KK133821.

Knuckles O'Toole plays honky tonk piano, v.4. G. A. 33-365. © 24Apr58; KK133822.

The legend of Willie (The Lion) Smith. Ain't misbehavin', Maple leaf rag [and 7 other songs] G. A. 33-368. © 24Apr58; KK133819.

Lynn Taylor sings, I see your face before me, and other haunting, exquisite melodies. G. A. 33-367. © 24Apr58; KK133820.

Polka party, v.2; starring Charles Magnante ... accordionist, and his orchestra. G. A. 33-363. © 17Dec57; KK131178.

The Roaring 20's; excitingly performed by Enoch Light and the Charleston City All Stars. G. A. 33-602. Special ed. © 17Dec57; KK131176.

The Roaring 20's, v.4; excitingly performed by Enoch Light and the Charleston City All Stars. G. A. 33-370. © 24Apr58; KK133817.

GRAND DUCHESS STEAKS, INC. ©

You never had 'em so good; frozen flaked breaded steaks. [Endorsed by] Mrs. Hoover [and 3 other women] (In San Francisco examiner, Feb. 14, 1957, p.26) © 14Feb57; KK131653.

GRAPHIC ARTS, INC. ©

Your savings institution can have exclusive rights to this newspaper campaign. 13 mats. © 15Apr58; KK134289.

GRAY CO., INC. ©

Move the contents, not the drum; Graco air-powered direct-from-drum pumps. (In Business week, Feb. 22, 1958, p.92) © 22Feb58; KK133753.

GREAT PLAINS DENTAL PRODUCTS CO.

Dr. Thompson's sanitary color transfer applicators. Packed 180 in a carton. Appl. author: John E. Minnix. © Donald E. Thompson d.b.a. Great Plains Dental Products Co.; 20Feb58; KK133323.

GREEN, ABE A. & LOUIS L. GINGOLD t.a. RESULTS UNLIMITED. SEE Results Unlimited.

GREEN, SYLVIA. ©

Bobby-Q pot-holdeur. I'll protect you. © 5May58; KK134104.

Gad, I'm handsome; Pierre, pot-holdeur. © 25Jan58; KK132084.

I'm Kathy; Kathy pot-holdeur. © 25Jan58; KK132098.

Sweet Sue, pot-holdeur. My heart's a-flutter. © 5May58; KK134107.

GREEN GIANT CO. ©

The biggest ad man in the canned vegetable business; he's none other than your good friend, the Green Giant. (In Chain store age, Sept. 1957, p.174-175) Appl. author: Leo Burnett Co., Inc. © 30Aug57; KK134321.

Fresh country flavor; Kounty Kist brand sweet peas. (In Good housekeeping, Oct. 1957, p.172) Appl. author: Leo Burnett Co., Inc. © 22Sep57; KK131782.

Fresh country flavor; Kounty Kist brand whole kernel vacuum packed corn. (In Good housekeeping, Nov. 1957, p.158) Appl. author: Leo Burnett Co., Inc. © 21Oct57; KK131783.

Give 'em flavor like this, right off your shelves; Niblets brand corn, now quick cooked. (In Quartermaster review, Nov.-Dec. 1957, p.120) Appl. author: Leo Burnett Co., Inc. © 1Dec57; KK131794.

Great Northern brand early peas. Contents 1 lb. 1 oz. NM: "revised pictorial design." © 12Jul57; KK134649.

Great Northern brand whole kernel golden sweet corn. Contents 12 oz. avoird. © 4Oct57; KK133965.

The Green Giant flavor takes a lot of loving care; Green Giant ... sweet peas. (In Ladies' home journal, Sept. 1957, p.115) Appl. author: Leo Burnett Co., Inc. © 27Aug57; KK131784.

The Green Giant flavor takes a loving hand; Green Giant ... sweet peas. Angel [seated at table eating from bowl] (In Better homes & gardens, Oct. 1957, p.99) Appl. author: Leo Burnett Co., Inc. © 19Sep57; KK131785.

The Green Giant flavor takes a loving hand; Green Giant ... sweet peas. Angel [shooting dart at pea pod] (In Life, Nov. 18, 1957, p.4 of cover) Appl. author: Leo Burnett Co., Inc. © 14Nov57; KK131786.

Kounty Kist brand cream style, golden sweet corn. Contents 1 lb. 1 oz. NM: "revised pictorial design." © 30Jul57; KK134591.

Le Sueur brand very young whole kernel white corn; Country Gentleman. Contents 4 lbs. 11 oz. © 1Aug57; KK134593.

Lots of people believe in giants; Green Giants that is. Niblets brand fresh corn; Green Giant brand peas. (In Life, Aug. 28, 1957, p.39-41) Appl. author: Leo Burnett Co., Inc. © 2Sep57; KK131788.

Minnesota Valley brand small young peas; early June. Contents 1 lb. 1 oz. NM: pictorial illus. © 3Jul57; KK134651.

Minnesota Valley brand whole kernel golden sweet corn. Contents 12 oz. avoird. © 27Aug57; KK133967.

A most unusual delicacy comes to market, white shoe peg corn; Le Sueur brand. (In The New Yorker, Nov. 16, 1957, p.170) Appl. author: Leo Burnett Co., Inc. © 14Nov57; KK131781.

New peas; give your customers season's peak flavor. Lindy brand early June peas. (In Quartermaster review, Sept.-Oct. 1957, p.98) Appl. author: Leo Burnett Co., Inc. © 10Oct57; KK131789.

Northern Farm brand young, tender sweet peas. Contents 1 lb. 1 oz. NM: "revised pictorial design." © 24Jul57; KK134647.

Now available in modest quantity, white shoe peg corn; Le Sueur brand. (In The New Yorker, Nov. 30, 1957, p.158) Appl. author: Leo Burnett Co., Inc. © 28Nov57; KK131779.

Now quick cooked; open your cookbooks. Niblets brand fresh corn. (In Ladies' home journal, Oct. 1957, p.53) Appl. author: Leo Burnett Co., Inc. © 24Sep57; KK131787.

Now quick cooked; you know what the cookbooks tell us. Niblets brand fresh corn. (In Life, Oct. 14, 1957, p.124) Appl. author: Leo Burnett Co., Inc. © 10Oct57; KK131790.

Now quick cooked Mexicorn brand corn; corn with sweet red and green peppers. (In Life, Nov. 11, 1957, p.4 of cover) Appl. author: Leo Burnett Co., Inc. © 7Nov57; KK131792.

Only thing missing is the cob; Niblets brand corn, now quick cooked. (In Life, Nov. 11, 1957, p.108-109) Appl. author: Leo Burnett Co., Inc. © 7Nov57; KK131791.

Pik-nik brand sweet peas. Contents 1 lb. 1 oz. NM: "revised pictorial design." © 18Jul57; KK134645.

Shoe peg white corn, whole kernel; now quick cooked. Contents 12 oz. avoird. © 4Mar58; KK134592.

Tem-Ting brand cream style golden sweet corn. Contents 1 lb. 1 oz. © 7Feb58; KK133966.

Tem-ting brand large sweet peas. Contents 1 lb. 1 oz. NM: "revised pictorial design." © 22Jul57; KK134648.

Trailer brand whole kernel golden sweet corn. Contents 7 oz. avoird. © 6Feb58; KK133968.

Trellis brand cream style, golden sweet corn. Contents 1 lb. 1 oz. NM: "revised pictorial design." © 1Nov57; KK134650.

Trellis brand whole kernel, golden sweet corn. Contents 12 oz. avoird. NM: "revised pictorial design." © 4Oct57; KK134646.

White shoe peg corn, a delicacy so uncommon few have had the good fortune to taste it; Le Sueur brand. (In The New Yorker, Nov. 2, 1957, p.93) Appl. author: Leo Burnett Co., Inc. © 31Oct57; KK131780.

Zing, quick cooked corn is here; Niblets brand fresh corn. (In Better homes & gardens, Nov. 1957, p.98) Appl. author: Leo Burnett Co., Inc. © 22Oct57; KK131793.

GREY (MARY) HOSIERY MILLS. ©

Lucky Penny; a new glow in stockings, with seams or seamless. (In Vogue, Sept. 15, 1957, p.55) Appl. author: Thomas W. Bradley, Jr. © 15Sep57; KK131173.

GRIFFIN, GORDON S. ©

Donut diner; coffee. 3 donuts. © 10Apr58; KK133360.

GROLIER SOCIETY, INC. ©

The encyclopedia an adult treasures, a student needs. (In Fortune, May 1958, p.12) Appl. author: Doyle Dane Bernbach, Inc. © 29Apr58; KK134604.

Free ... this booklet of science experiments for your child. The little book of Popular Science. (In Columbus dispatch, Columbus, Ohio, Apr. 14, 1958, p.7A) Appl. author: Doyle Dane Bernbach, Inc. © Grolier Society, Inc. (in notice: Grolier Society); 14Apr58; KK133994.

Give your child a better chance; the Book of popular science. (In The Springfield daily news, Springfield, Mass., Jan. 27, 1958, p.34) Appl. author: Doyle Dane Bernbach, Inc. © 27Jan58; KK132072.

Only 5 will get into college; give your child a head start with the Book of Knowledge, the children's encyclopedia. (In The Wichita beacon, Apr. 13, 1958, p.12A) Appl. author: Doyle Dane Bernbach, Inc. © 13Apr58; KK133995.

Start him toward success with the authoritative, easy-to-understand Book of Popular Science. (In Mechanix Illustrated, Apr. 1958, p.21) Appl. author: Doyle Dane Bernbach, Inc. © 20Mar58; KK133047.

Start him toward success with this authoritative easy-to-understand science library: the Book of Popular Science. (In Chicago Sunday Tribune, Feb. 16, 1958, books section, p.9) Appl. author: Doyle Dane Bernbach, Inc. © 16Feb58; KK132357.

GROSS (JOHN) & CO. ©
Duncan MacGregor; Golf Club Special. Blended Scotch whisky. 4/5 quart. Appl. author: John Gross. © 12May58; KK134538.

Stuart's Rare Light blended scotch whisky. Appl. author: John Gross. © 18Mar58; KK133407.

GROVE LABORATORIES, INC.
Announcing an important new advance in the treatment of the common cold; Citroid compound. (In Industrial medicine & surgery, Oct. 1957, p.17) © Clayton Laboratories, division of Grove Laboratories, Inc.; 50Oct57; KK131561.

Announcing Citroid compound, medicine's newest weapon for control of colds. (In Good house-keeping, Feb. 1957, p.173) © Clayton Laboratories, division of Grove Laboratories, Inc.; 20Jan57; KK131556.

New medical research has developed the first real advance in the treatment of colds since aspirin; Citroid compound. (In Good house-keeping, Nov. 1957, p.280) © Clayton Laboratories, division of Grove Laboratories, Inc.; 20Oct57; KK131559.

New medical research has developed the first real advance in the treatment of colds since aspirin; Citroid compound. (In Parade, Oct. 13, 1957, p.29) © Clayton Laboratories, division of Grove Laboratories, Inc.; 12Oct57; KK131558.

Now, hotter than ever ... Citroid compound; first real advance in treatment of colds since aspirin. (In Drug topics, Aug. 19, 1957, p.102) © Clayton Laboratories, division of Grove Laboratories, Inc.; 19Aug57; KK131557.

Out of the newest medical research comes new Citroid compound bringing you the first real advance in the treatment of colds since aspirin. (In Daily news, New York, Nov. 7, 1957, p.38) © Clayton Laboratories, division of Grove Laboratories, Inc.; 6Nov57; KK131563.

Out of the newest medical research comes new Citroid compound bringing you the first real advance in the treatment of colds since aspirin. What about Asian flu? (In New York Journal-American, Nov. 6, 1957, p.30) © Clayton Laboratories, division of Grove Laboratories, Inc.; 5Nov57; KK131562.

Out of the newest medical research comes new Citroid compound with the first real advance in the treatment of colds since aspirin. (In New York mirror, Nov. 5, 1957, p.18) © Clayton Laboratories, division of Grove Laboratories, Inc.; 4Nov57; KK131560.

GROVE MACHINE WORKS.
Clean-Rite, sewer cleaning machines. Don Scharf. © Roy Scharf d.b.a. Grove Machine Works; 27Dec57; KK133938.

GRUELLE, MYRTLE. ©
Johnny Gruelle's own Raggedy Ann and Raggedy Andy dolls. NM: additional items no.150, 250. © 21Oct57; KK130939.

GUIDO, DANTE, sole owner RICH PLAN OF KANSAS CITY. SEE Rich Plan of Kansas City.

GUILD AGENCY. ©
1957 Red Sox home games; Fenway Park. (1958 Red Sox home games) Merchants Co-operative Bank. Appl. author: Charles Howard Guild. © 7Apr58; KK133428.

GUILD OF ETHICAL FUNERAL PRACTICE, INC. ©
Code of honor and professional standards; explaining ... modern funeral service. © 11Nov57; KK131432.

GUNLOCKE (W. H.) CHAIR CO. ©
Boy, here's an office where the chairs are as good looking as the girls. (In Office appliances, Feb. 1958, p.83) Appl. author: Rogers & Porter, Inc. © 23Jan58 (in notice: 1957); KK133252.

No wonder he works late, I'd hate to leave that chair, too. (In Office appliances, Jan. 1958, p.111) Appl. author: Rogers & Porter, Inc. © 23Dec57; KK133251.

So I said to him, o.k. boss, I'll forget about that raise if you'll buy me tha' new Gunlocke chair. (In Office appliances, June 1958, p.97) Appl. author: Rogers & Porter, Inc. © 23May58 (in notice: 1957); KK134745.

Wonderful, then I'll tell him you'll keep the chair. (In Office appliances, Nov. 1957, p.99) Appl. author: Rogers & Porter, Inc. © 23Oct57; KK132784.

H

HACK'S, INC. ©
Old refrigerator round-up. (In The Milwaukee Journal, June 4, 1958, pt.2, p.18) Appl. author: Harry Hack. © 4Jun58; KK134931.

HAFENREFFER & CO., INC. ©
The bright new idea in beer. (In Boston traveler, Mar. 5, 1958, p.22) © 5Mar58; KK133037.

HAL BANK ADVERTISING. ©
Check on your home repair needs; if you will need financing ... home repair loan from our bank. Appl. author: Lawrence N. Van Doren. © 10Dec57; KK131864.

Inside; something valuable for you. Do your banking with us by mail. Appl. author: Lawrence N. Van Doren. © 10Dec57; KK131863.

What price financing with a bank auto loan? Appl. author: Lawrence N. Van Doren. © 10Dec57; KK131865.

HALL (ROBERT) CLOTHES, INC. ©
Robert Hall brings down the cost of dressing up for Easter; dramatic savings on clothing for your entire family. (In Life, Mar. 10, 1958, p.100) © 6Mar58; KK132660.

HALL, RUTH ELSABETH sole owner HALL'S CANDIES. SEE Hall's Candies.

HALL-SCOTT, INC.
The new science of cable-tonics; fulfillment of the missile task ... relies on cable. (In Control engineering, Feb. 1957, p.180) © Douglas Roesch Cable Division, Hall-Scott, Inc.; 21Jan57; KK134157.

HALLER, EDWIN WORLEY. ©
Kurl proof. Wheeling Office Supply Co. © 7Dec57; KK131762.

HALL'S CANDIES.
HoneyScotch, butter rich, chewy soft; a quality confection. Net wt. 7 oz. © Hall's Candies, solely owned by Ruth Elisabeth Hall; 21Jan58; KK133930.

HAMER, ELLEN GRACE & JANET MOODY, composing the partnership GLITTER BUG PRODUCTS CO. SEE Glitter Bug Products Co.

HAMILTON BEACH CO., a division of SCOVILL MANUFACTURING CO. SEE Scovill Manufacturing Co.

HAMILTON CO. ©
Microliter syringe. Precision radio chemical microsyringes; pipets. Appl. author: Clark H. Hamilton. NM: additions & revision. © 2Jan58; KK133883.

Precision radiomedical equipment; 1958. Appl. author: Clark H. Hamilton. NM: additions & revision. © 2Jan58; KK133873.

HAMM (THEO.) BREWING CO. ©
From the land of sky blue waters. Hunting scene; large glass. Appl. author: Campbell-Mithun, Inc. © 25Aug57; KK131621.

From the land of sky blue waters. Indian [beating tom tom] large glass. Appl. author: Campbell-Mithun, Inc. © 25Oct57; KK131619.

Good cheer; from the land of sky blue waters. Winter scene; large glass. Appl. author: Campbell-Mithun, Inc. © 25Nov57; KK131620.

HAMMOND ORGAN CO. ©
American industry has few examples of an advertising-merchandising-selling program. (In Piano trade magazine, Jan. 1958, cover) Appl. author: Young & Rubicam, Inc. © 1Jan58; KK132249.

Dads seem younger in a home that has a Hammond organ. (In Ebony, Jan. 1958, p.16) Appl. author: Young & Rubicam, Inc. © 9Dec57; KK131925.

Economic conditions may fluctuate, but the Hammond dealer has a rock-solid foundation. (In Piano trade magazine, Apr. 1958, cover) Appl. author: Young & Rubicam, Inc. © 1Apr58; KK134425.

For twenty-two years, the Hammond organ has been part of the Christmas services in more churches. (In Piano trade magazine, Dec. 1957, cover) Appl. author: Young & Rubicam, Inc. © 1Dec57; KK131924.

Hammond dealers' profits are assured by universal public acceptance. (In Piano trade magazine, Mar. 1958, cover) Appl. author: Young & Rubicam, Inc. © 1Mar58; KK133912.

Hammond promotion is imaginative. (In Piano trade magazine, Feb. 1958, cover) Appl. author: Young & Rubicam, Inc. © 1Feb58; KK133154.

HAMMOND ORGAN CO. Cont'd.

An inspiring chapter in the history of sacred music. (In Extension, Jan. 1958, p.3) Appl. author: Young & Rubicam, Inc. © 10Dec 57; KK131923.

Mothers seem prettier in a home that has a Hammond organ. (In Better homes & gardens, Apr. 1958, p.191) Appl. author: Young & Rubicam, Inc. © 20Mar58; KK133913.

There's more to living in a home that has a Hammond organ. (In The Saturday evening post, Apr. 5, 1958, p.115) Appl. author: Young & Rubicam, Inc. © 2Apr58; KK135136.

HANNAY (CLIFFORD B.) & SON, INC. ©

This accident could have been avoided with a Hannay hose reel. (In Occupational hazards, Dec. 1957, p.51) © 1Dec57; KK131140.

To all our friends, a joyous Christmas and a successful New Year. (In Fire engineering, 1957, p.1178) © 15Dec57; KK131310.

ANSEN'S (CHRISTIAN) LABORATORY, INC. ©

Junket rennetized cereal; pre-cooked for baby. Free sample. Net wt. 3/4 oz. © 21Apr58; KK134096.

Junket rennetized cereal; pre-cooked, ready to serve. Net wt. 6 oz. © 21Apr58; KK134097.

6 months old or 6 feet tall, use Junket rennet tablets for them all; ice cream, rennet-custard. © 21Apr58; KK134095.

HAPPY HOUR, INC. ©

Reward; \$10,000 hours of fun guaranteed playing this game. For all ages. 330. Appl. author: Cecil B. Woofter. © 28Feb58; KK132977.

HARBINSON (JAMES K.) & CO., INC. ©

HarbinSeal will stop leaks; use to seal against gasoline, steam, fuel oil. © 25Nov57; KK131447.

HARDING & CO. ©

Barrel of fun for everyone; can you guess the big surprise inside this little white plastic box. Novelty of the year. Appl. author: M. J. Harding. © 1Feb58; KK133324.

HARDISON, ROY M. ©

National profit-sharing coupons. 7778. 2d issue, 1958. NM: additions. © 28Jan58; KK132390.

HARDWARE MUTUALS. ©

Your want book. Insurance for your automobile, home, business. (In Hardware retailer, Jan. 1958, p.30) Appl. author: Dennis Coleman. © 1Jan58 (in notice: 1957); KK133634.

HARDWICKE (JOHN B.) CO. ©

Explorer, Texas vegetables. © 22Apr58; KK133978.
Satellite brand Texas vegetables. © 23Apr58; KK133868.

HARMON, CLINTON L. sole owner ART-ADS SERVICE. SEE Art-Ads Service.

HARNISCHFEGGER HOMES, INC. ©

Family life is so much happier in Kenosha's Highland Park featuring new Harnischfeger family plan homes. © 1May58; KK133882.

Financing offered to qualified P & H dealer-builders. © 10Feb58; KK132039.

Harnischfeger brings you a complete furniture and decorating package ... P & H display homes. © 10Feb58; KK132040.

Help in promoting your display home; quality P & H homes. © 10Feb58; KK132038.

Now available, extra feature homes with added quality at no added cost; quality P & H homes. © 19Feb58; KK132197.

Now, extra-low payments give you a 3-bedroom home; quality P & H homes. © 27Feb58; KK132280.
P & H quality homes; gypsum walls and ceilings, and 2" x 4" studs 16" on center. The Florale [and 3 other plans] © 27Jan58; KK131817.

HARTWELL, ROY. ©

Root Shoot; root growth stimulant. © 17Mar58; KK133565.

HAWAIIAN PINEAPPLE CO., LTD. ©

Dole pineapple-grapefruit juice; frozen concentrated. 6 fluid oz. © 27Dec57; KK131466.

Dole pineapple-orange juice; frozen concentrated. 6 fluid oz. © 27Dec57; KK131465.

HAWK MODEL CO. ©

Corporal instructions. Appl. author: Philip L. Mates. © 2Jun58; KK134770.

Martin Matador TM-61C. Assembly manual; Matador missile. Drawn by John J. Zawaski. © 2Apr58; KK134996.

Vanguard earth satellite. Study these plans carefully before beginning construction. Appl. author: John J. Zawaski. © 3Mar58; KK134930.

HAY, JOHN.

Abraham Lincoln: a history. SEE Kingsport Press, Inc.

HEARTLINE DIAMOND RING CO. ©

Win a \$500.00 diamond ring absolutely free; diamond survey. Bosse Jewelers. Appl. author: Harry Schechter. © 15Apr58; KK134482.

HEATH (L. S.) & SONS, INC. ©

4 pack toffee premium ice cream bars. Net wt. 12 fluid ozs. Appl. author: Milprint, Inc. © 29May58; KK135159.

HEBERLEIN PATENT CORP. ©

Helanca; full fashioned by Jane Doe. © 10Dec57; KK131433.

HEIDELBERG BREWING CO. ©

What is the round triangle? Why it's a brand new label. © 25Mar58; KK133702.

HEILEMAN (G.) BREWING CO. ©

America's quality beer; 8 oz., not just 7. Old Style Junior. (In Kenosha evening news, Kenosha, Wis., June 16, 1958, pt.2, p.11) Appl. author: Compton Advertising, Inc. © 16Jun58; KK135111.

Refresh; lightest because it's aged longest. Old Style. (In Kenosha evening news, Kenosha, Wis., June 11, 1958, p.16) Appl. author: Compton Advertising, Inc. © 11Jun58; KK134976.

Refresh; lightest because it's aged longest. Old Style. [Outdoor barbecue scene] (In Chicago daily tribune, June 18, 1958, pt.1, p.24) Appl. author: Compton Advertising, Inc. © 18Jun58; KK135112.

HEINE, PAUL L. H. ©

Good morning. Our ... 5-50 quickie breakfast. Hotel Brunswick. (Breakfast menu) © 31Dec57; KK131867.

Hotel Brunswick. Hearty sandwiches. (Sandwich menu; a la carte menu) © 31Dec57; KK131899.

Hotel Brunswick. Pennsylvania Dutch dishes; served 'most every day. © 31Dec57; KK131868.

HEINLEY, PAUL PROPER. ©

Malibu movable shutter panels; now Paul Heinley ... shows you how to cash in on the multi-million dollar do-it-yourself shutter market. © 16May58; KK134432.

HEINN CO. ©

Another Heinn first, new salesmen's binder; Dominator for wholesale salesmen. Appl. author: Morrison-Greene-Seymour, Inc. © 20Jun57; KK131910.

A better marketplace when Heinn index tabs make shopping easy. Appl. author: Morrison-Greene-Seymour, Inc. © 25Mar57; KK131908.

Encyclopedia convinces Inter-City and many other progressive merchants; there's solid sales sense behind ... encyclopedia of paper. (In Paper & paper products convention daily, Mar. 31, 1958, p.41) Appl. author: Morrison-Greene-Seymour, Inc. © 31Mar58; KK133781.

For your next marketing success, loose-leaf binders and colorific indexes by Heinn. (In SE news, May 1957, p.14) Appl. author: Morrison-Greene-Seymour, Inc. © 1May57; KK133760.

New binder promotes selling efficiency; Jet-Lok. Appl. author: Morrison-Greene-Seymour, Inc. © 2Apr58; KK133780.

You move more merchandise when Heinn loose-leaf binders make selection easier. (In The Plumbing, heating, air conditioning wholesaler, Mar. 1957, p.53) Appl. author: Morrison-Greene-Seymour, Inc. © 1Mar57; KK133759.

Your catalog can start a sales surge; more appealing and more effective with Heinn binders and indexes. Appl. author: Morrison-Greene-Seymour, Inc. © 11Jan57 (in notice: 1956); KK131909.

HENNAGE LITHOGRAPH CO., INC. ©

Don't scramble these eggs, put 'em all in one basket. © 1Apr58; KK133495.

HENRIKSEN, R. F. & CLARENCE C. WILLERT comprising the firm WILLERT & HENRIKSEN. SEE Willert & Henriksen.

HERCULES POWDER CO. ©

DMI; the dimethyl ester of isophthalic acid for easy processing of polyesters. Appl. author: Frederick E. Schmitt, Jr. © 29Dec57; KK131028.

Follow the footprints to greater sales; a lacquered floor is ready to walk on in 2 hours. Nitro-cellulose-based lacquer. Appl. author: Russell F. Applegate. © 24Feb58 (in notice: 1957); KK132569.

Penton; information on the properties of a new thermoplastic polymer. Appl. author: Philip A. Belk. © 3Mar58; KK132499.

HERMANN, IRVIN F.

Fibrositis; recognition and treatment. NM: revision & additions. © Irvin F. Hermann, Kenneth M. Kron, Russell A. Del Toro, Richard T. Smith; 3Dec57; KK132251.

HERMAN'S NOVELTY MANUFACTURING CO. ©
Fits-all refill for standard wire
paint roller. Appl. author: Moe
Herman. © 16Apr58; KK134058.

HERSHEY CREAMERY CO. ©
Ice milk, a delicious, wholesome re-
freshing dessert. One half gallon
liquid. © 1Apr58; KK133229.

HESS, EMERSON EUGENE d.b.a. ELECTRO-
WEIGH CO. SEE Electroweigh Co.

HEWITT, ROBERT B. ©
Sportcycle Club cycler. © 11Jan58;
KK132014.

HIBBS, R. M. ©
Hard-Tak; floor resurfacer primer.
© 20Jan58; KK131549.

HICKOK MANUFACTURING CO. ©
Positively finer Christmas gifts
by Hickok. Initial buckle [and
other men's accessories] (In
Look, Dec. 24, 1957, p.48)
Appl. author: Kastor, Farrell,
Chesley & Clifford, Inc.
© 10Dec57; KK132425.

Positively finer Hickok belts,
jewelry. Initial buckle [and
2 other] matched sets for men.
(In The Saturday evening post,
Nov. 30, 1957, p.73) Appl. au-
thor: Kastor, Farrell, Chesley &
Clifford, Inc. © 26Nov57;
KK132962.

Positively finer Hickok Champion
sports jewelry. Hunting set,
golf set, fishing set. (In Sports
afield, May 1958, p.86) Appl.
author: Kastor, Hilton, Chesley &
Clifford, Inc. © 25Apr58;
KK135080.

Positively finer Hickok Deauville
belts. (In Esquire, July 1958,
p.18) Appl. author: Kastor,
Hilton, Chesley & Clifford, Inc.
© 5Jun58; KK135081.

HIGGINS, GEORGE E. ©
Berry mix; a new process ... which
eliminates the seed problem in all
kinds of berries. © 1Nov57;
KK131224.

HIGHWAY TRAILER CO. ©
Hi-T is here. © 5Mar58; KK134736.

HILL & MARHOEFER. ©
Hilmar brand grapefruit. Net
contents 1 3/5 bushels. Appl.
author: William H. Hill.
© 20Aug57; KK134902.

HILLS BROS. COFFEE, INC. ©
Restaurant special. Net weight one
pound. © 27Feb58 (in notice:
1957); KK134901.

HILTI RAPID FASTENING SYSTEMS, INC. ©
Here is how to fasten directly into
concrete, masonry ... with the
Hilti model T-25H. Appl. author:
H. Peter Rossiger. © 19Feb58;
KK132146.

HODES-DANIEL CO. ©
Ask Thorp for extra cash. Thorp
Finance Corp. Appl. author:
Robert M. Hodes. © 5Apr58;
KK133424.

It's your move; we have up to \$____
for you. OK Loans. Appl. au-
thor: Robert M. Hodes. © 5Apr58;
KK133427.

Of all the rings, the one we miss
most is yours. OK Loans.
Appl. author: Robert M. Hodes.
© 6Apr58; KK133425.

Spring season pass; upon presentation
... the bearer is entitled to
immediate, courteous service when-
ever he needs a cash loan. North
Central Finance Corp. Appl. au-
thor: Robert M. Hodes. © 5Apr58;
KK133423.

This is good news. Spring cash
request. Interstate Securities
Co. Appl. author: Robert M.
Hodes. © 8Apr58; KK133426.

HOFFMAN, EUGENE A. & JAMES F. CHEVAL-
IER composing the copartnership
PLAY-RITE CO. SEE Play-Rite Co.

HOFFMASTER CO., INC. ©
Drink Berkshire fresh milk with your
meal. Appl. author: Tony Zeller.
© 27Mar58; KK133974.

HOLEN IMPORTS, INC. ©
Flame Floats ... floral arrangements
and party table settings through-
out next year. © 5Dec57;
KK131019.

New, fantastic seller; Flame
Floats. (In Home furnishings
daily, Jan. 6, 1958, section 6,
p.22) NM: additions & revision.
© 6Jan58; KK132752.

HOLLAND (REGINALD H.) INC. ©
The American dream, Mr. Holland.
The turn of the century. Mutual
Life Insurance Co. of New York.
© 2Jun58; KK135133.

Our changing world. Mutual Life
Insurance Co. of New York.
© 21Apr58; KK133677.

Our scene changes, Mr. Holland.
Mutual Life Insurance Co. of
New York. © 16Jun58; KK135041.

The progress of history, Mr. Holland.
Mutual Life Insurance Co. of New
York. © 19May58; KK134254.

Security is assured, Mr. Holland.
Mutual Life Insurance Co. of New
York. © 5May58; KK133838.

HOLLANDER (ALLEN) CO., INC. ©
Hard sell. Appl. author: S. Allen
Hollander. © 15Oct57; KK134401.

HOLLYWOOD BRANDS, INC. ©
You never had it so candy good;
6 Home Pak. © 26Jan58;
KK131796.

HOLSUM UNIFIED BAKERS. ©
Soft-twist, made with dried butter-
milk; large, white. Weight
1 1/4 lbs. Appl. author: Henry
G. Mergener. © 27Feb58;
KK132739.

HOMEWARD PRODUCTS, INC. ©
Incinerator forms. © 28Feb58;
KK132296.
Precast concrete incinerators.
© 28Feb58; KK132297.

HOPP PRESS, INC. ©
Hopp improves parcel pick-up claim-
check systems with Par-Check.
© 10Jan58; KK132176.

HORTICULTURE, INC. ©
Flowerama; magic carpet of gorgeous
living flowers. Roll it, water it,
relax, enjoy it. (In The Tampa
daily times, Mar. 15, 1958, p.5)
© 14Mar58; KK135167.

It's here, a scientific breakthrough
in horticulture; amazing new all-
in-one seeded Flowerama ... watch
giant flowers grow. (In New York
journal-American, May 4, 1958,
p.52-L) © 3May58; KK134082.

HOSPITAL BUILDING CO. ©
Creation of the integral hospital
facility. © 26Nov57;
KK131504.

HOUSE-GARD MANUFACTURING CO.

New portable burglar and fire alarm.
Appl. states prev. pub. 29Jul48,
KK31623. NM: revision & additions.
© Samuel Reuben & Ghita Reuber
d.b.a. House-Gard Manufacturing
Co.; 18Feb58; KK133250.

HOWARD, IRVING, PAUL DOUMENG, RENE
DOUMENG & RICHARD DOUMENG, owners
NAUTICAL JEWELRY MANUFACTURING CO.
SEE Nautical Jewelry Manufacturing
Co.

HUBER, EUGENE JOHN. ©
King de La Pe; Edible; Louisiana
Wagon of the Throne State. The
characters ... were created to
represent and advertise Louisiana
agricultural produce industries.
© 27Feb58; KK132282.

HUDNUT, RICHARD.

New from Du Barry, Pink Fire, the
pink lipstick. (In Ladies' home
journal, May 1956, p.108-109)
Appl. author: Sullivan, Stauffer,
Colwell & Bayles. © Du Barry Di-
vision, Richard Hudnut; 26Apr56;
KK133202.

HUDNUT, RICHARD. SEE ALSO Warner-
Lambert Pharmaceutical Co.

HUDSON (H. D.) MANUFACTURING CO. ©
Big value; Utility trailer sprayer.
© 3May57; KK132749.

Big values at new low prices;
Utility steel nests. No.110;
16. © 1Nov57; KK132124.

How to install and maintain new valve
and piston replacement assemblies
for Hudson 45,000 and 86,000 series
power sprayers. © 27Feb58;
KK134390.

It's the new Hudson no.58 sales-
maker; push-button selling is here
for Hudson sprayers and dusters.
(In Modern garden center, Jan.
1958, p.8-9) © 31Dec57 (in
notice: 1958); KK132127.

Keep barn water contamination out
of your house; get Hudson approved
non-back-siphon water bowls.
(In Hoard's dairyman, Sept. 10,
1957, p.849) © 10Sep57;
KK132125.

The line most easily sold. Hose and
gun sets, spray guns [and other
products] © 31Jan58; KK134392.

New Hudson 5-ft. feeder; extra
strong trough with feed-saving
lip. © 1Nov57; KK132750.

Only Hudson stalls give you all these
features. (In Hoard's dairyman,
Sept. 10, 1957, p.848)
© 10Sep57; KK132126.

Winner sprayer no.116, with zinc-
grip steel pump. © 31Dec57;
KK134389.

Winner sprayer no.136, with zinc-
grip steel pump. © 31Dec57;
KK134388.

X-Pert, the professional sprayer;
a Hudson Simplex inner-seal sprayer.
735S/ICA/32. © 31Mar58;
KK134391.

HUDSON, HENRY G. ©
Break the bank at Jiffy Food Store.
(Operative plan for Break the
bank) © 10Jan58; KK131100.

HUFF, FLORANCE A. ©
Bridal path; lovely as a bride to
be. Method of crocheting motif
for tablecloth, bed spread.
© 25Jan58; KK131950.

HUFFMAN MANUFACTURING CO. ©
Bicycles; 1958. Appl. author:
Horace McKee Huffman, Jr.
© 1Feb58; KK133478.

HUFFMAN MANUFACTURING CO. Cont'd.

Power mowers; 1958. Model 4218 [and 9 other models] Appl. author: Horace McKee Huffman, Jr. © 1Feb58; KK132294.

HUGHES AIRCRAFT CO. ©

Announcing a new Hughes series; high efficiency, medium power silicon rectifiers. The HR10681. (In Control engineering, Dec. 1957, p.149) Appl. author: Foote, Cone & Belding. © 20Nov57; KK132505.

Announcing the Hughes family of Tonotron display tubes. Magnetic deflection 5" diameter [and 3 other] tubes. (In Electronic industries, Jan. 1958, p.11) Appl. author: Foote, Cone & Belding. © 25Dec57 (in notice: 1958); KK132714.

Announcing the 104 Memo-Scope; the Memo-Scope, model 104, is a new memory oscilloscope with a selection of 5 plug-in preamplifiers. (In Control engineering, Feb. 1957, p.49) Appl. author: Foote, Cone & Belding. © 20Jan57; KK132503.

Booths 2801-05; I. R. E. show. See the tubes with displays that stay. The Memotron, the Tonotron, the Typotron. (In Electronic industries, Mar. 1958, p.13) Appl. author: Foote, Cone & Belding. © 25Feb58; KK133636.

Close-up of a diode. (In Electronic industries & tele-tech, Sept. 1956, p.29) Appl. author: Foote, Cone & Belding. © 20Aug56; KK134269.

Close-up of a diode. (In Electronic industries & tele-tech, June 1957, p.63) Appl. author: Foote, Cone & Belding. © 20May57; KK134270.

Close-up of an industrial breakthrough. (Creating a new world with electronics, no.4) (In U. S. news & world report, Apr. 18, 1958, p.22-23) Appl. author: Foote, Cone & Belding. © 14Apr58; KK133865.

Direct display cathode ray storage tubes by Hughes. Tonotron; Memotron; Typotron. (In Electronic industries & tele-tech, Aug. 1957, p.13) Appl. author: Foote, Cone & Belding. © 20Jul57; KK134549.

Direct-display cathode ray storage tubes by Hughes. Tonotron; Typotron; Memotron. (In Electronics buyers' guide, June 1957, mid-month, p.340-341) Appl. author: Foote, Cone & Belding. © 15Jun57; KK134792.

Electronic beam scanning systems; a new dimension in radar. (Tomorrow's technology in action, no.6) © 31Mar58; KK134034.

For electronic power supply applications, new Hughes silicon power rectifiers. (In Electrical engineering, Apr. 1957, p.43-A) Appl. author: Foote, Cone & Belding. © 22Mar57; KK132537.

For radar PPI; Tonotron, direct-display storage tube. (In Electronics, June 1, 1957, p.87) Appl. author: Foote, Cone & Belding. © 25May57; KK132192.

Germanium diodes. (In Electronic industries & tele-tech, Aug. 1957, p.49) Appl. author: Foote, Cone & Belding. © 20Jul57; KK134797.

Global communications; new techniques, new systems, new capabilities. (Tomorrow's technology in action, no.4) © 11Feb58; KK134507.

Here today, silicon transistors by Hughes. Type no.HA-7501. (In Electronic industries & tele-tech, Oct. 1957, p.130) Appl. author: Foote, Cone & Belding. © 20Sep57; KK134795.

High conductance silicon diodes. (In Electrical engineering, Mar. 1958, p.29A) Appl. author: Foote, Cone & Belding. © 18Feb58; KK133470.

High conductance silicon diodes. (In Electrical engineering, May 1957, p.39A) Appl. author: Foote, Cone & Belding. © Hughes Aircraft Co., Semiconductor Division, Hughes Products; 22Apr57; KK132089.

How to save man days in research and testing involving transients. Problem: duplication of research effort. (No.4 of a series) (In Control engineering, Dec. 1957, p.11) Appl. author: Foote, Cone & Belding. © 20Nov57; KK132508.

How to save man days in research and testing involving transients. Problem: transient analysis; economy in testing procedures. (No.6 of a series) (In Control engineering, Apr. 1958, p.124) Appl. author: Foote, Cone & Belding. © 25Mar58; KK133639.

How to save man days in research and testing involving transients. Problem: Transients, capture and study. (No.2 of a series) (In Electronic industries & tele-tech, Oct. 1957, p.9) Appl. author: Foote, Cone & Belding. © 20Sep57; KK134794.

How to save man days in research and testing involving transients. Problem: trouble shooting. (No.5 of a series) (In Electronic industries, Feb. 1958, p.11) Appl. author: Foote, Cone & Belding. © 25Jan58; KK133637.

How to save man days in research and testing involving transients. Problem: wave-form photography. (No.3 of a series) (In Control engineering, Nov. 1957, p.13) Appl. author: Foote, Cone & Belding. © 20Oct57; KK132507.

How to see in all directions at once; three dimensional radar. (In Electronic industries, May 1958, p.40-41) Appl. author: Foote, Cone & Belding. © 25Apr58; KK134551.

How to win friends and influence profits; to assure top performance every Hughes diode is rigidly inspected. (In U. S. news & world report, Jan. 17, 1958, p.110-111) Appl. author: Foote, Cone & Belding. © 13Jan58; KK132255.

Hughes announces 3 new direct-display cathode ray storage tubes; Memotron, Tonotron, Typotron. (In Electronics buyers' guide, June 1956 mid-month, p.153) Appl. author: Foote, Cone & Belding. © 15Jun56; KK132253.

The Hughes Memo-Scope Oscilloscope. (In Industrial laboratories, July 1957, p.21) Appl. author: Foote, Cone & Belding. © 25Jun57; KK132191.

Hughes Products presents 3 unusual new storage tubes. Memotron, Tonotron, Typotron. (In Electronic industries & tele-tech, Oct. 1956, p.42) Appl. author: Foote, Cone & Belding. © 20Sep56; KK135333.

Hughes Products proudly announces Tonotron; electron tubes. (In Tele-tech & electronic industries, Aug. 1956, p.27) Appl. author: Foote, Cone & Belding. © 20Jul56; KK134271.

Hughes quality means highest quality in high-conductance silicon diodes (In Electronic industries & tele-tech, Jan. 1957, p.102) Appl. author: Foote, Cone & Belding. © 20Dec56 (in notice: 1957); KK134616.

Inside, where it counts, Hughes diodes look like this. (In Tele-tech & electronic industries, Aug. 1956, p.53) Appl. author: Foote, Cone & Belding. © 20Jul56; KK134272.

A long look at fleeting phenomena. (Creating a new world with electronics, no.5) (In U. S. news & world report, May 16, 1958, p.22-2) Appl. author: Foote, Cone & Belding. © 12May58; KK134252.

Man-days saved in research and testing involving transients. (Factual series about the Hughes Memo-Scope oscilloscope, no.1) (In Control engineering, Sept. 1957, p.92) Appl. author: Foote, Cone & Belding. © 20Aug57; KK132506.

A man who did something about the weather; the Hughes Tonotron tube. (Creating a new world with electronics, no.3) (In U. S. news & world report, Mar. 14, 1958, p.28-29) Appl. author: Foote, Cone & Belding. © 10Mar58; KK133062.

New, at Hughes, low-power rectifiers with high-voltage capabilities. (In Electrical engineering, Nov. 1957, p.67A) Appl. author: Foote, Cone & Belding. © Hughes Aircraft Co., Semiconductor Division, Hughes Products; 22Oct57; KK132087.

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During March only, free, a \$3.95 Playtex Living bra when you buy a Playtex magic controller or mold n' hold zipper girdle. GB-803-50/50. © 1Mar58; KK132325.

During March only, we pay you \$1.00 for any tired, worn out girdle when you buy a Playtex Living girdle. [Girl standing with arms raised above head] © 9Mar58; KK133031.

INTERNATIONAL LATEX CORP. Cont'd.
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We cordially invite you to come in and meet Miss Betty Keller, famous Playtex figure consultant. P-7064. © 15May58; KK134676.
 We have a gift for you; Playtex Dryper pads and panty gift package. © 1May58; KK134035.
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KAMINEX PRODUCTS.

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Authentic style, 18th century old English brass fixture.
© 2Jan58 (in notice: 1957);
KK131085.

Hand decorated, satin finished, authentic original Tole lamp.
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Garden hose holder. © 24Mar58;
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KATCHER, GERALD C. ©

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(Free handy shopping guide)
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KATHER, ALFRED C. ©

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O. K. tire indicator. NM:
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Appl. author: John Gilmore.
© 25Mar58; KK133443.

Fluttermeter; catalog no. 2500.

Precision adjustment of recorder drives in lab or field. Appl. author: John Gilmore. © 25Mar58;
KK133442.

Rada-Node; cat. no. 600-A. Easy accurate noise measurement for radar. Appl. author: John Gilmore. © 17Mar58; KK133035.

Rota-Graph; cat. no. 2003. Plotting and evaluation table for Smith charts and other Kay Rota-Grams.
Appl. author: John Gilmore.
© 31Mar58; KK133340.

Spectralyzer, model 30; a 30-channel all-electronic spectrum analyzer.
Catalog no. 695. Appl. author: John Gilmore. © 25Mar58; KK134030.

Spectralyzer, model 100; magnetostriction filter spectrum analyzer.
Catalog no. 696-A. Appl. author: John Gilmore. © 25Mar58;
KK134029.

Two Kay Vari-Sweep models; complete alignment instruments. Appl. author: John Gilmore. © 6Dec57;
KK131625.

KAY JUNIORS, INC. ©

Hay, hay, hay; hey, it's Kay Junior, a division of Kay Windsor. Make the boys sit up and take notice in Kay Juniors. (In Seventeen, Apr. 1957, p. 31) © 27Mar57;
KK134438.

KAZARIAN BROS. ©

Happy Easter; King-size hollow chocolate basket. Net wt. 12 ozs. or over. Appl. author: Harold Ashodian. © 7Feb58; KK132346.

KELLOGG CO. ©

All the good things nature puts into corn, you get out of Kellogg's corn flakes. Bowl on [top] of package. (In Life, Apr. 7, 1958, p. 16)
Appl. author: Leo Burnett Co., Inc.
© 7Apr58; KK133192.

Cops and robbers now see eye to eye. Variety pack is the reason why. Corn flakes, Special K [and 8 other cereals] (In Life, June 9, 1958, p. 60) Appl. author: Leo Burnett Co., Inc. © 5Jun58; KK135040.

Corn flakes; all the good things nature puts into corn. Hands husking ear of corn off package. (In Life, Feb. 10, 1958, p. 12)
Appl. author: Leo Burnett Co., Inc.
© 10Feb58; KK132029.

Corn flakes; all the good things nature puts into corn, you get out of Kellogg's corn flakes. Little girl reaching [for ear of corn] (In Life, May 5, 1958, p. 59)
Appl. author: Leo Burnett Co., Inc.
© 1May58; KK134247.

Corn flakes; we wrote our name all over our new packages. \$10,000 breakfast sweepstakes. (In The Reader's Digest, Apr. 1958, p. 24-25) Appl. author: Leo Burnett Co., Inc. © 25Mar58;
KK133671.

Encore; more, more. Sugar Smacks, sugar-toasted puffs of wheat. (In Chicago Sunday Tribune, Apr. 6, 1958, comic section, p. 3)
Appl. author: Leo Burnett Co., Inc.
© 6Apr58; KK133193.

Lion and lamb ... now Variety pack keeps 'em friends for life. Corn flakes [and other cereals] (In Life, May 19, 1958, p. 39) Appl. author: Leo Burnett Co., Inc.
© 15May58; KK134932.

New large size, the biggest package of protein that ever came to breakfast; Special K. (In New York mirror, May 22, 1958, p. 23)
Appl. author: Leo Burnett Co., Inc. © 22May58; KK135038.

Protein; Kellogg's discovers ... ready-to-eat cereal form, Special K. Milkman. (In Life, May 15, 1958, p. 116) Appl. author: Leo Burnett Co., Inc.
© 8May58; KK134246.

Put a tiger on your team; sugar frosted flakes. (In Chicago Sunday Tribune, Mar. 16, 1958, comic section, p. 10) Appl. author: Leo Burnett Co., Inc.
© 16Mar58; KK132894.

Rice Krispies; the serious side of those cheerful Rice Krispies from Battle Creek. Snap, Crackle [and] Pop hoisting corner card. (In Life, June 2, 1958, p. 68) Appl. author: Leo Burnett Co., Inc.
© 29May58; KK135039.

The serious side of those cheerful Rice Krispies from Battle Creek; the talking cereal talks sense. Snap, Crackle & Pop carrying package. (In Life, Mar. 10, 1958, p. 129) Appl. author: Leo Burnett Co., Inc. © 10Mar58; KK132588.

Special K; Kellogg's discovers a great new high-protein food in a delicious new ready-to-eat cereal form. Baby sitter. (In Life, Feb. 24, 1958, p. 65) Appl. author: Leo Burnett Co., Inc.
© 24Feb58; KK132567.

Sweet eatin' stampede. Sugar Pops, Sugar Smacks, sugar frosted flakes. Pre-sweets. (In Chicago Sunday Tribune, Feb. 16, 1958, comic section, p. 8) Appl. author: Leo Burnett Co., Inc.
© 16Feb58; KK132568.

\$2000 cash ... in Kellogg's picture puzzle contest; corn flakes. Woody Woodpecker. (In Cairo evening citizen, Apr. 23, 1958, p. 8) Appl. author: Leo Burnett Co., Inc. © 23Apr58; KK134248.

Variety; 10 packages all favorites. Brave bull to bullfighter. Sugar Smacks [and 5 other kinds] (In Life, Apr. 28, 1958, p. 111)
Appl. author: Leo Burnett Co., Inc.
© 24Apr58; KK134245.

We wrote our name all over our new packages; corn flakes. (In Life, Mar. 17, 1958, p. 80-81) Appl. author: Leo Burnett Co., Inc.
© 17Mar58; KK132895.

Woody Woodpecker says: Check what you see in this picture. Enter Kellogg's picture puzzle contest. (In Chicago Sunday Tribune, Apr. 27, 1958, comic section, p. 10)
Appl. author: Leo Burnett Co., Inc.
© 27Apr58; KK134249.

KENDALL CO. ©

The new 51 gauge elastic stockings from Bauer & Black, as you'd expect. (In Parents' magazine & family home guide) © 25Feb57;
KK131577.

KENLEE & ASSOCIATES. ©

Your handy record of fuel oil deliveries and annual household expenses. Appl. author: Albert A. Beste. © 10Jan58; KK131342.

KENNEDY, ORELA M. ©

Directions for 9 inch basket. No. B-103. 150 sticks.
© 15Apr58; KK134491.

Directions for oblong shadow box. No. S 100. 95 sticks.
© 15Apr58; KK134488.

Directions for shadow box. No. S-101 114 sticks; small piece of styrafoam. © 15Apr58; KK134486.

Directions: oblong basket. No. B 101 230 sticks. © 15Apr58; KK134492.

Directions: picture frame. No. P-101 24 sticks. © 15Apr58; KK134490.

Directions: round basket. No. B-100. 175 sticks. © 15Apr58;
KK134487.

KENNER PRODUCTS CO.

Blow-Launch plastic space missiles ... and replicas of 3 famous missiles. Bomarc, Regulus II, Jupiter C. No. 60. © Bromo-Mint Co. d.b.a. Kenner Products Co.;
10Apr58; KK134198.

KENTILE, INC. ©

Kentile vinyl on today's smartest floors; candy-stripe your family room floor with Terrazzo. (In House & Garden, Jan. 1958, p. 2 of cover) © 20Dec57 (in notice: 1958); KK133105.

Now, a great new improvement in low-cost Kentile asphalt tile gives you a smoother surface. (In Nation's business, Mar. 1957) © 28Feb57; KK135261.

Today's smartest floors wear Kentile; Kentile cork tile for the most luxurious, most practical bathroom ever. (In The Saturday evening post, Apr. 6, 1957, p. 11) © 2Apr57; KK133104.

Today's smartest floors wear Kentile; take life easy with floors of Kentile vinyl asbestos tile. (In The Saturday evening post, Mar. 16, 1957, p. 88) © 12Mar57;
KK133103.

KERSKER, INC. ©

Bob White, your Oldsmobile man. Monthly pocket memo. Appl. author: William H. Kersker, Jr.
© 25May58; KK134924.

Common Sense Sales Programs; monthly pocket memo. Appl. author: William H. Kersker, Jr.
© 17Mar58; KK132668.

Dan Rohyans Ford. Monthly pocket memo. Appl. author: William H. Kersker, Jr. © 25May58;
KK134927.

Gager-Keim, Inc. Monthly pocket memo. Appl. author: William H. Kersker, Jr. © 25May58; KK134928.

Geo. Briggs Motor Sales. Monthly pocket memo. Appl. author: William H. Kersker, Jr. © 25May58; KK135134.

Geo. Byers Sons. Monthly pocket memo. Appl. author: William H. Kersker, Jr. © 25May58; KK134926.

Jack Schmidt Oldsmobile, Inc. Monthly pocket memo. Appl. author: William H. Kersker, Jr. © 25May58; KK134923.

Krieger Edsel, Inc. Monthly pocket memo. Appl. author: William H. Kersker, Jr. © 25May58; KK134925.

Monthly pocket memo. Ohio State Council of Retail Merchants. Appl. author: William H. Kersker, Jr. © 1Feb58; KK131800.

KEY PRODUCTS, INC. ©

Facts you should know about clothes moths and carpet beetles, including instructions for the use of Keyspray. © 30Jan56; KK131677.

KIEKHAEFER CORP. ©

In love with a wonderful buy; Mercury outboards. Mark 10. (In Motor boating, Sept. 1957, p.17) © 29Aug57; KK131680.

Like having wings on your feet, when Mercury outboards pull for you. (In Florida outdoors, Feb. 1958, p.2) © 1Feb58; KK131764.

Mercury pioneers a new era in boating; revolutionary new outboards. (In Boating for pleasure & profit, Oct.-Nov. 1956, p.19-22) © 1Oct56; KK131397.

Mercury pioneers two revolutionary new outboards; world's first 6 cylinder 60 h.p. outboard; new 10 h.p. Mercury for super-slow trolling. (In Popular science monthly, Nov. 1956, p.98-99) © 1Nov56; KK131156.

New Mercury Mark 10 makes fishing more fun, 4 ways; Mercury outboards. (In Outboard, Sept. 1957, p.64) © 30Aug57; KK131681.

New Mercury Trol-Twin packs 10 h.p., yet trolls at super-slow speeds; Mercury outboards for 1957. (In Sports afield, Nov. 1956, p.34) © 25Oct56; KK131158.

New, the motor you asked for; Mercury Mark 30 turbo 4; the most powerful name in outboards. (In Popular mechanics, Feb. 1956, p.5) © 1Feb56; KK132403.

Not once, but twice around the world in 68 days; Mercury outboards. Mark 75. (In Sports illustrated, Feb. 10, 1958, p.35) © 6Feb58; KK133561.

Our million-dollar show depends on Mercury outboards. Tommy Bartlett. (In Lakeland boating, Apr. 1958, p.2 of cover) © 31Mar58; KK134199.

Revolutionary new outboards; new 60 horsepower 6 cylinder Mercury; new Mercury Trol-Twin. (In Life, Oct. 29, 1956, p.32-33) © 25Oct56; KK131157.

See a Mercury first; tomorrow's outboard features today. Mark 58, 28, 78. (In Outboard dealer news, Jan. 1958, p.8-9) © 20Dec57 (in notice: 1958); KK131098.

Seeworthy from every angle; Mercury outboards. (In Life, Mar. 17, 1958, p.38-39) © 17Mar58; KK133308.

Sweetest music this side of heaven. Guy Lombardo drives Mercury's new Mark 78; Mercury outboards. (In Outboard, Jan. 1958, p.4 of cover) © 1Jan58 (in notice: 1957); KK131941.

KIESEL, MELVIN A. ©

The original Tarsal Topper; revolutionary relief from aching arches. © 6Sep57; KK132190.

KIMBERLY-CLARK CORP. ©

Charming new picture book tells your 10-year-old what she should know about menstruation; free from the makers of Kotex napkins. (In The Reader's digest, U. S. ed., Apr. 1958, p.28-29) Appl. author: Myrna C. McCauley. © 25Mar58; KK133338.

KING FEATURES SYNDICATE, INC.

Felix, the cat, paint and crayon set. 5 to 10 years. No.6021. Authorized ed. Saalfeld Pub. Co. © King Features Syndicate (in notice: King Features Syndicate, Inc.); 5May58; KK134125.

KINGSPORT PRESS, INC. ©

Abraham Lincoln: a history, by John G. Nicolay and John Hay. (Essays on a Basic bibliography of the American Civil War, by Paul M. Angle & Earl Schenck Miers, no.5) (In Publishers' weekly, May 5, 1958, p.45) © 5May58; KK134147.

An American battle abbey. (Essays on a Basic bibliography of the American Civil War, by Paul M. Angle & Earl Schenck Miers, no.3) (In Publishers' weekly, Mar. 3, 1958, p.51) © 3Mar58; KK132482.

The collected works of Abraham Lincoln. (Essays on a Basic bibliography of the American Civil War, by Paul M. Angle & Earl Schenck Miers, no.4) (In Publishers' weekly, Apr. 14, 1958, p.59) © 14Apr58; KK133420.

A constitutional view of the War Between the States; Alexander H. Stephens. (Essays on a Basic bibliography of the American Civil War, by Paul M. Angle & Earl Schenck Miers, no.2) (In Publishers' weekly, Feb. 3, 1958, p.87) © 3Feb58; KK131763.

Personal memoirs of U. S. Grant. (Essays on a Basic bibliography of the American Civil War, by Paul M. Angle & Earl Schenck Miers, no.1) (In Publishers' weekly, Jan. 6, 1958, p.87) © 6Jan58; KK131489.

Wearing of the gray. John Esten Cooke. (Essays on a Basic bibliography of the American Civil War, by Paul M. Angle & Earl Schenck Miers, no.6) (In Publishers' weekly, June 9, 1958, p.57) © 9Jun58; KK134938.

KINNER PRODUCTS CO. ©

Window glass and chrome cleaner. Contents 8 fl. oz. Appl. author: Robert E. Kinner. © 20Sep56; KK133078.

Windshield, glass and chrome cleaner. Contents 12 oz. Appl. author: Robert E. Kinner. © 19Mar58; KK133079.

KINNEY, WILBUR C. ©

Fertilizers out the gate? © 10Oct57; KK131226.

KIRBRO CO. ©

Stork Shop exclusive; infants' and children's wear. [Children on] train. Appl. author: Kirbheimer Bros. Co. © 1Jan56; KK131795.

KISOR, TED. ©

Roll-o baseball; America's perfect game. For children and adults. © 10Mar58; KK133549.

KITTEN 'N MITTEN FOOD CO.

All tuna red meat hi-protein pet food. Net contents: 6 oz. © Robert A. Felando d.b.a. Kitten 'N Mitten Food Co.; 22Apr58; KK133723.

KLEIN (G.) & SON. ©

The Ten Commandments bracelet for Catholics. © 15Dec57; KK133240.

KLEIN (PAUL) INDUSTRIES, INC. ©

Mr. Paul beauty salon hair spray. Net contents 14 ozs. avoird. Appl. author: Paul Klein. © 9Jan58; KK132062.

KLEISSLER (G. A.) CO. ©

Cyclone-type dust collectors. Appl. author: E. A. Kleissler. © 17Jan58; KK131838.

For clean factory air; induced draft fan system. Appl. author: E. A. Kleissler. © 17Jan58; KK131842.

For clean factory air; one of the many 14,000 CFM air supply units. Appl. author: E. A. Kleissler. © 17Jan58; KK131841.

For clean factory air; unit dust separator. Appl. author: E. A. Kleissler. © 17Jan58; KK131840.

One undivided responsibility to solve your dust and fume control problems; for clean factory air. Appl. author: E. A. Kleissler. © 17Jan58; KK131837.

Unit dust separators. Appl. author: E. A. Kleissler. © 17Jan58; KK131839.

KORDELL SPORTSWEAR, INC. ©

This is Kathy Kordell; her yacht and her wardrobe. (In The New York times magazine, Mar. 17, 1957, p.4) Appl. author: Miyo Endo. © 17Mar57; KK131469.

KREST PRODUCTS CO., INC. ©

Quality battery charger. © 1Dec57; KK131225.

KROCK, NATHAN R. d.b.a. BOSTON PRINT. CO. SEE Boston Print. Co.

KRON, KENNETH M.

Fibrositis. SEE Hermann, Irvin F.

L

LA BORA, INC. ©

It should happen to a dog; Dogette, dog deodorant and freshener. © 19Nov57; KK131467.

Kloze Fresh, clothes deodorant. Net wt. 6 oz. Appl. author: Emery D. Robert. © 11Apr58; KK133936.

LADY LENNOX CO. ©

Gray, dull or faded hair stays dyed forever. (In Tan, Mar. 1958, p.75) © Norman W. Siebras d.b.a. Lady Lennox Co.; 15Feb58 (in notice: 1957); KK135120.

Gray hair stays dyed forever. (In Ebony, Sept. 1957, p.92) © Norman W. Siebras d.b.a. Lady Lennox Co.; 15Aug57; KK135162.

Lady Lennox dyes gray hair instantly on contact; look years younger with black or jet black hair. Appl. author: Norman W. Siebras. © 13Jan50; KK132708.

Say goodbye to gray hair for only 60¢; hair coloring. (In Ebony, Feb. 1958, p.48) © Norman W. Siebras d.b.a. Lady Lennox Co.; 15Jan58 (in notice: 1957); KK135121.

LAKELAND NURSERIES SALES. ©

More roses than you ever saw on any rose bush. This sub-zero rose developed by Walter D. Brownell; Nearly Wild. © 3Feb58; KK132990.

LAKESIDE LABORATORIES, INC. ©

For pain and bloating, prompt relief without blurred vision; Cantil, for the colon. 28258. © 1Feb58; KK132723.

For stress periods in iron metabolism; Imferon, intramuscular iron-dextran complex. 27358. © 1Feb58; KK132718.

For the most common hematological disorder in children between six and thirty-six months of age; Imferon, intramuscular iron-dextran complex. 27458. © 1Feb58; KK132719.

For your next patient with functional or organic disorders of the colon, Cantil; for your next patient with generalized gastrointestinal complaints, Tridal. Physician's sample. © 15Dec57; KK132178.

I prefer to use Neohydrin in premenstrual tension. M-29658. © 8May58; KK134225.

I tried Neohydrin on my wife last month for premenstrual tension. M-29258. © 8May58; KK134223.

If he is bothered by belching; tablet Tridal. 28758. © 1Feb58; KK132725.

If he is harrowed with heartburn; tablet Tridal. 28658. © 1Feb58; KK132724.

If she is bothered by bloating; tablet Tridal. 26958. © 1Feb58; KK132727.

If she is harassed by hyperacidity; tablet Tridal. 30358. © 1Feb58; KK132729.

I'm very pleased with her progress since I prescribed Neohydrin for her premenstrual tension. M-29358. © 8May58; KK134224.

Imferon, intramuscular iron-dextran complex, can shorten hospital stay ... in your geriatric patients. 21557. © 1Feb58 (in notice: 1957); KK132715.

Imferon, intramuscular iron-dextran complex, can shorten hospital stay ... in your patients with blood loss. 21458. © 1Feb58; KK132728.

Imferon, intramuscular iron-dextran complex; on your obstetrical service. 21257. © 1Feb58 (in notice: 1957); KK132716.

I've just changed to Neohydrin so he can have practically a full diet. M-29758. © 8May58; KK134227.

Neohydrin helped put some pleasure back into that cardiac's life. M-29858. © 8May58; KK134226.

Nocturia and orthopnea have disappeared since he's on Neohydrin, and he's edema-free when he wakes in the morning. 29158. © 1Feb58; KK132730.

Offers 5 advantages for parenteral iron therapy; Imferon, intramuscular iron-dextran complex. 27258. © 1Feb58; KK132717.

Relief for cramps and bloating without dry mouth; Cantil, for the colon. 28058. © 1Feb58; KK132721.

Relieve colonic cramps and diarrhea without disturbing gastric action; Cantil, for the colon. 28158. © 1Feb58; KK132722.

Relieve colonic pain and diarrhea without interrupting bladder function; Cantil, for the colon. 27958. © 1Feb58; KK132720.

When she's contorted by intestinal cramps; tablet Tridal. 28858. © 1Feb58; KK132726.

LAMBERT-HUDNUT DIVISION, WARNER-LAMBERT PHARMACEUTICAL CO. SEE Warner-Lambert Pharmaceutical Co.

LANG, BERTRAND A., SR. ©

Aerial views from our files & from this circular. © 25Mar58; KK133891.

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LANTZ (WALTER) PRODUCTIONS, INC. ©

Woody Woodpecker magic rub-off pictures. No.4716:100. 14 pictures, 6 rub-off crayons, Kleenex tissues. © 24Feb58; KK133827.

LARRABEE ASSOCIATES ADVERTISING. ©

Plain old Pearson's champagne guide for the bride. (In The Washington post & times herald, May 20, 1958, p.A12) © 20May58; KK134339.

LAVERNE, NATHAN d.b.a. NOVELTY PRINTING. SEE Novelty Printing.

LEADER CARDS, INC. ©

Tri-Pak. Open box displaying contents. © 1May57; KK131182.

LEE (H. D.) CO., INC. ©

Westerner; authentic western pants. Available in men's, boys' and youths' sizes. © 28Apr58; KK134117.

LEEDALL PRODUCTS MANUFACTURING CO., INC. ©

Exclusive Leedall Copi-Mate double pack typewriter ribbon, for all typewriters. © 18Dec57; KK131573.

LEETRONICS, INC. ©

60 cycle a.c. Motoroids, the new idea in rotary solenoids; medium torque size. 100 series, ratchet drive. Appl. author: Robert P. McAndrew. © 24Apr58; KK134191.

60 cycle a.c. Motoroids, the new idea in rotary solenoids; miniature torque size. 25 series, continuous duty or intermittent duty. Appl. author: Robert P. McAndrew. © 24Apr58; KK134192.

LEEWAY CORP. ©

Brushalator, for the quality minded dairyman who wants lower bacteria counts; electric inflation brush. Appl. author: Oscar C. Lee. © 27Feb58; KK134089.

Brushalator; powers the way to a lower bacteria count. The greatest step forward in quality milk production. Appl. author: Oscar C. Lee. © 6Dec57; KK134090.

LEMPO AUTOMOTIVE, INC. ©

When repairing or replacing tracks, look for this name; every Lempeo replacement tractor part bears our trademark. (In Construction methods & equipment, Nov. 1957, p.242) © 10Nov57; KK132915.

LENNOX INDUSTRIES, INC. ©

Don't take chances with winter-dry air, it's dangerous; restore health-guarding moisture ... with the Lennox Humidispray. (In Chicago Sunday tribune, Jan. 12, 1958, p.2) © 11Jan58 (in notice: 1957); KK132917.

Here's the kind of home air conditioning you've always wanted ... reports Alex Dreier. Landmark. (In House beautiful, Apr. 1958, p.16-17) © 20Mar58; KK133064.

New from Lennox, fresh air heating and ventilating for classrooms; Comfort Curtain. (In The School executive, Mar. 1958, p.82-83) © 18Feb58; KK133063.

Now, from Lennox research, a new idea: blocks of comfort that combine to form the first true all-year comfort system, Landmark. (In Architectural record, Apr. 1958, p.260-261) © 5Apr58; KK134057.

Such wonderful things happen when you give your home this latest woman's touch; all-season air conditioning. (In Vogue, Dec. 1957, p.77) © 1Dec57; KK132057.

Suddenly, you're out from under ... with Landmark; in any climate ... the cleanest, freshest most comfortable indoor air. (In House & garden, Mar. 1958, p.120-121) © 20Feb58; KK133065.

Why suffer this summer? Here's a whole-house air conditioning; Landmark. (In The Reader's digest, June 1958, p.22) © 25May58; KK134832.

You're so sure of yourself when your home has the newest woman's touch; world leader in all-season air conditioning. (In Vogue, Sept. 15, 1957, p.168) © 15Sep57; KK132056.

LENSCLEAN, INC.

Lensclean dispenser cover no.1. Use Lensclean tissues. © Lensclean, Inc. (in notice: Lenseclean); 30Apr58; KK134299.

LENTZ, BURTON XENO. ©

Xeffie, a winged courier U. S. A. and a heritage keepsake presented to: © 10Apr58; KK133378.

LEOPOLD (F. B.) CO. ©

Fiberglass-reinforced plastic wash troughs; complete water purification and filter plant equipment. Bulletin no.5801. Appl. author: Marsteller, Rickard, Gebhardt & Reed, Inc. © 15Mar58 (in notice: 1957); KK134588.

LEVER BROS. CO. ©

Bargain from Pepsodent; now get the world's finest toothbrush, plus free tube of Pepsodent tooth paste, plus handsome new travel case. (In Sunday journal-American, May 18, 1958, comics, p.3) Appl. author: Foote, Cone & Belding. © 18May58; KK135144.

Feather-touch action in push button Pepsodent tooth paste. (In Binghanton press, Apr. 9, 1958, p.31) Appl. author: Foote, Cone & Belding. © 9Apr58; KK134017.

Free, package of refrigerator biscuits when you buy a pound of Imperial; margarine. (In Gainesville daily sun, Jan. 29, 1958, p.5) Appl. author: Foote, Cone & Belding. © 29Jan58; KK132274.

Name our Pepsodent girl; win a family trip anywhere in the world. Tooth paste. Globe. (In New York journal American, Apr. 20, 1958, comics, back page) Appl. author: Foote, Cone & Belding. © 20Apr58; KK134016.

Now, the best of both table spreads; Imperial margarine. Eastern package. (In Toledo blade, Jan. 22, 1958, p.18) Appl. author: Foote, Cone & Belding. © 22Jan58; KK132321.

Now, the best of both table spreads combined in a great new super-spread, Imperial; margarine. (In The Sacramento bee, Jan. 22, 1958, p.C-9) Appl. author: Foote, Cone & Belding. © 22Jan58; KK132272.

Save 12¢ with coupons inside this package of Imperial; margarine. Western package. (In The Billings gazette, Jan. 31, 1958, p.25) Appl. author: Foote, Cone & Belding. © 31Jan58; KK132379.

Save 21¢ with coupons inside this package of Imperial; margarine. Western package. (In Tucson daily citizen, Jan. 30, 1958, p.15) Appl. author: Foote, Cone & Belding. © 30Jan58; KK132322.

7¢ off on a dozen eggs when you buy a pound of Imperial; margarine. Bonus offer. (In The Sacramento bee, Jan. 29, 1958, p.C-3) Appl. author: Foote, Cone & Belding. © 29Jan58; KK132267.

7¢ off on a dozen eggs when you buy a pound of Imperial; margarine. Eastern. (In Toledo blade, Jan. 29, 1958, p.3) Appl. author: Foote, Cone & Belding. © 29Jan58; KK133337.

7¢ off on a dozen eggs when you buy a pound of Imperial; margarine. (In La Vegas review-journal, Jan. 22, 1958, p.24) Appl. author: Foote, Cone & Belding. © 22Jan58; KK132275.

7¢ off on a package of refrigerator biscuits with this special package of Imperial; margarine. (In Fort Smith times record, Jan. 30, 1958, p.9) Appl. author: Foote, Cone & Belding. © 30Jan58; KK132273.

Special 6¢ saving to introduce you to Imperial, the new super-spread; margarine. East. (In TV guide, Apr. 26, 1958, p.A-67) Appl. author: Foote, Cone & Belding. © 23Apr58; KK134375.

Special 6¢ saving to introduce you to Imperial, the new super-spread; margarine. West. (In TV guide, Apr. 26, 1958, p.A-25) Appl. author: Foote, Cone & Belding. © 23Apr58; KK134374.

There's brand new pep in brand new Pepsodent; brand new ... tooth paste. Girl with rose. (In Puck, the comic weekly, Dec. 8, 1957, p.4) Appl. author: Foote, Cone & Belding. © 8Dec57; KK131249.

What a saving; Pepsodent tooth paste. Girl with rose. (In Journal-American, Jan. 26, 1958, comic section, p.3) Appl. author: Foote, Cone & Belding. © 26Jan58; KK131985.

You'll wonder where the yellow went, when you brush your teeth with Pepsodent; advance information. Girl with rose. (In Journal American, Mar. 30, 1958, p.3) Appl. author: Foote, Cone & Belding. © 30Mar58; KK133449.

You'll wonder where the yellow went when you brush your teeth with Pepsodent. Girl with rose. (In Journal-American, Jan. 5, 1958, comic section, p.3) Appl. author: Foote, Cone & Belding. © 5Jan58; KK131585.

You'll wonder where the yellow went, when you brush your teeth with Pepsodent. Girl with rose. (In Journal-American, Feb. 2, 1958, comic section, p.3) Appl. author: Foote, Cone & Belding. © 2Feb58; KK131986.

LEVIN, SAM W. & FLOYD LEVIN d.b.a. PARVIN MANUFACTURING CO. SEE Parvin Manufacturing Co.

LEVINE, S. H. © Auto Trash. Directions for use: 1, open bag. © 28Mar58; KK133305.

LEVY (HENRY S.) & SON, INC. © Real Jewish rye with caraway seeds. © 25Oct55; KK132490. Real pumpernickel. Net wt. 1 lb. © 25Oct55; KK132489.

LIBBY, MCNEIL & LIBBY. © Frozen concentrated orange juice. Net 6 fl. oz. NM: revision. © 23Jan58; KK133721.

Frozen macaroni and cheese. Net wt. 8 oz. © 24Mar58; KK133380.

Frozen ripple cut french fried potatoes. Net weight 9 oz. © 10Mar58; KK133379.

Frozen tuna and noodles. Net wt. 8 oz. © 1Apr58; KK133473.

Frozen tuna pie. Net weight 8 oz. © 5Mar58; KK133942.

Pineapple-grapefruit drink. Net 1 quart 14 fl. oz. © 4Jun57; KK134701.

Tropi-Cal fruit punch. Net 1 quart. © 7May57; KK134115.

LIBRARY OF SCIENCE, INC. © Radiation detection kit. Including an operating Geiger counter, accessories and a manual. © 14May58; KK135186.

LIEBMANN BREWERIES, INC. © Always gives a perfect performance, says John Ringling North. Rheingold. (In Sunday news coloroto magazine, May 4, 1958, p.56) Appl. author: Foote, Cone & Belding. © 4May58; KK135149.

Always high on my shopping list, says Hal March. Rheingold. (In Sunday news, New York, coloroto magazine, Feb. 23, 1958, p.9) Appl. author: Foote, Cone & Belding. © 23Feb58; KK133444.

But I have one choice in beers, says Nat King Cole. Rheingold. (In Sunday news, New York, Apr. 27, 1958, coloroto magazine section, p.5) Appl. author: Foote, Cone & Belding. © 27Apr58; KK135146.

Get set for an extra hour of delight. Rheingold. Time change. (In Daily news, Apr. 25, 1958, Kings section, p.41) Appl. author: Foote, Cone & Belding. © 25Apr58; KK135143.

Her April smile travels thousands of miles and shows up in your Rheingold sales. [BMW] Isetta [300] (In Connecticut beverage journal blue book, Apr. 1958, p.148) Appl. author: Foote, Cone & Belding. © 1Apr58; KK133448.

Here's one case we never travel without, says Harry James. Rheingold. Cases. B & W. (In Daily news, New York, Dec. 9, 1957, p.50) Appl. author: Foote, Cone & Belding. © 9Dec57; KK131251.

Here's one case we never travel without, says Harry James. Rheingold. Cases. 4 col. (In Sunday news coloroto magazine, New York, Dec. 8, 1957, p.48) Appl. author: Foote, Cone & Belding. © 8Dec57; KK131250.

I do my vocals for two labels, says Vic Damone. Rheingold. (In Sunday news, New York, coloroto magazine, Feb. 16, 1958, p.9) Appl. author: Foote, Cone & Belding. © 16Feb58; KK132261.

I know I'm in good company with Rheingold, says Celeste Holm. (In Sunday news, May 18, 1958, coloroto magazine section, p.3) Appl. author: Foote, Cone & Belding. © 18May58; KK135141.

I may change my address but never my beer, says Dorothy McGuire. Rheingold. (In Sunday news, New York, coloroto magazine, Jan. 26, 1958, p.3) Appl. author: Foote, Cone & Belding. © 26Jan58; KK132262.

In all the world, no better beer, says Marlene Dietrich. Rheingold. (In Sunday news, New York, Apr. 20, 1958, coloroto magazine section, p.5) Appl. author: Foote, Cone & Belding. © 20Apr58; KK135147.

Meet my favorite pin-ups, says Howard Duff. Rheingold. (In New York mirror magazine, Jan. 12, 1958, p.4 of cover) Appl. author: Foote, Cone & Belding. © 12Jan58; KK132264.

Millions elected Madelyn Darrow, Miss Rheingold 1958. (In The New York times magazine, Dec. 15, 1957, p.72) Appl. author: Foote, Cone & Belding. © 15Dec57; KK132266.

My beer is Rheingold, the dry beer, says Anne Baxter. (In Daily news, Mar. 31, 1958, p.40) Appl. author: Foote, Cone & Belding. © 31Mar58; KK133445.

My beer is Rheingold, the dry beer, says Dorothy McGuire. (In Daily news, New York, Jan. 20, 1958, p.41) Appl. author: Foote, Cone & Belding. © 20Jan58; KK133023.

My beer is Rheingold, the dry beer, says Harry James. (In Daily news, New York, May 26, 1958, p.33) Appl. author: Foote, Cone & Belding. © 26May58; KK135301.

My beer is Rheingold, the dry beer, says Hedda Hopper. (In Daily news, New York, May 19, 1958, p.40) Appl. author: Foote, Cone & Belding. © 19May58; KK135152.

My beer is Rheingold, the dry beer, says Howard Duff. (In Daily news, New York, Mar. 24, 1958, p.37) Appl. author: Foote, Cone & Belding. © 24Mar58; KK133334.

My beer is Rheingold, the dry beer, says John Ringling North. (In Daily news, New York, Apr. 7, 1958, p.38) Appl. author: Foote, Cone & Belding. © 7Apr58; KK134014.

My beer is Rheingold, the dry beer, says Madelyn Darrow, Miss Rheingold 1958. BMI Isetta 300. (In Cue, Mar. 29, 1958, p.4 of cover) Appl. author: Foote, Cone & Belding. © 27Mar58; KK133447.

My beer is Rheingold, the dry beer, says Madelyn Darrow, Miss Rheingold 1958. [BMW] Isetta [300] (In Daily news, New York, Apr. 14, 1958, p.39) Appl. author: Foote, Cone & Belding. © 14Apr58; KK134015.

My beer is Rheingold, the dry beer, says Madelyn Darrow, Miss Rheingold 1958. Cruiser [scene] (In Cue, May 24, 1958, p.4 of cover) Appl. author: Foote, Cone & Belding. © 22May58; KK135299.

My beer is Rheingold, the dry beer, says Madelyn Darrow, Miss Rheingold 1958. Cruiser [scene] (In Daily news, June 2, 1958, New York, Brooklyn section, p.29) Appl. author: Foote, Cone & Belding. © 2Jun58; KK135036.

My beer is Rheingold, the dry beer, says Madelyn Darrow, Miss Rheingold 1958. Fireboat. (In Cue, Mar. 1, 1958, p.4 of cover) Appl. author: Foote, Cone & Belding. © 27Feb58; KK133446.

LEVIN, FLOYD & SAM W. LEVIN d.b.a. PARVIN MANUFACTURING CO. SEE Parvin Manufacturing Co.

LIEBMANN BREWERIES, INC. Cont'd.

My beer is Rheingold, the dry beer, says Madelyn Darrow, Miss Rheingold 1958. Fireboat. (In Daily news, Mar. 3, 1958, p.43) Appl. author: Foote, Cone & Belding. © 3Mar58; KK133330.

My beer is Rheingold, the dry beer, says Madelyn Darrow, Miss Rheingold 1958. Flower [scene] (In Cue, Apr. 26, 1958, p.4 of cover) Appl. author: Foote, Cone & Belding. © 24Apr58; KK135300.

My beer is Rheingold, the dry beer, says Madelyn Darrow, Miss Rheingold 1958. Flower [scene] (In Daily news, May 12, 1958, p.40) Appl. author: Foote, Cone & Belding. © 12May58; KK135150.

My beer is Rheingold, the dry beer, says Madelyn Darrow, Miss Rheingold 1958. Popcorn. (In Cue, Feb. 1, 1958, p.4 of cover) Appl. author: Foote, Cone & Belding. © 30Jan58; KK132268.

My beer is Rheingold, the dry beer, says Madelyn Darrow, Miss Rheingold 1958. Popcorn. (In New York mirror, Feb. 17, 1958, p.11) Appl. author: Foote, Cone & Belding. © 17Feb58; KK133028.

My beer is Rheingold, the dry beer, says Madelyn Darrow, Miss Rheingold 1958. Ski lift. (In Connecticut circle, Jan. 1958, p.4 of cover) Appl. author: Foote, Cone & Belding. © 20Dec57 (in notice: 1958); KK132380.

My beer is Rheingold, the dry beer, says Madelyn Darrow, Miss Rheingold 1958. Ski lift. (In Connecticut circle, Jan. 1958, p.4 of cover) Appl. author: Foote, Cone & Belding. © 1Jan58; KK134729.

My beer is Rheingold, the dry beer, says Madelyn Darrow, Miss Rheingold 1958. Ski lift. (In Daily news, New York, Jan. 6, 1958, p.42) Appl. author: Foote, Cone & Belding. © 6Jan58; KK133021.

My beer is Rheingold, the dry beer, says Margie McNally, Miss Rheingold 1957. Pony cart. (In Gourmet, Oct. 1957, p.2 of cover) Appl. author: Foote, Cone & Belding. © 10Oct57; KK131584.

My beer is Rheingold, the dry beer, says Marlene Dietrich. (In Daily news, New York, Feb. 10, 1958, p.47) Appl. author: Foote, Cone & Belding. © 10Feb58; KK133027.

My beer is Rheingold, the dry beer, says Nat King Cole. (In Daily news, New York, Apr. 21, 1958, p.38) Appl. author: Foote, Cone & Belding. © 21Apr58; KK135148.

My beer is Rheingold, the dry beer, says Victor Borge. [Stable scene] (In New York mirror, Dec. 23, 1957, p.7) Appl. author: Foote, Cone & Belding. © 23Dec57; KK131587.

My beer is Rheingold, the dry beer, says Vivian Blaine. (In Daily news, Feb. 24, 1958, p.33) Appl. author: Foote, Cone & Belding. © 24Feb58; KK133333.

My beer is Rheingold, the dry beer, says Xavier Cugat. (In Daily news, Jan. 13, 1958, p.34) Appl. author: Foote, Cone & Belding. © 13Jan58; KK133022.

My maiden name was Rheingold, says Jinx Falkenburg McGrary. (In Daily news, New York, Jan. 27, 1958, p.32) Appl. author: Foote, Cone & Belding. © 27Jan58; KK133024.

My maiden name was Rheingold, says Jinx Falkenburg McGrary. (In Sunday news coloroto magazine, May 11, 1958, p.56) Appl. author: Foote, Cone & Belding. © 11May58; KK135142.

Now you know what's on my mind, says Xavier Cugat. Rheingold. (In New York mirror magazine, Jan. 26, 1958, p.3) Appl. author: Foote, Cone & Belding. © 26Jan58; KK132263.

Our beer is Rheingold, the dry beer, say Mary Healy and Peter Lind Hayes. (In Daily news, Mar. 17, 1958, p.45) Appl. author: Foote, Cone & Belding. © 17Mar58; KK133332.

Please handle with care, that's my favorite beer, says Cole Porter. Rheingold. (In New York mirror magazine, Mar. 16, 1958, p.3) Appl. author: Foote, Cone & Belding. © 16Mar58; KK133336.

Rheingold genuine bock beer meets the requirements of the land where bock was born. (In Daily news, Mar. 10, 1958, p.39) Appl. author: Foote, Cone & Belding. © 10Mar58; KK133331.

Rheingold gets the best reception in my house, says Bob Hope. (In Daily news, New York, Feb. 3, 1958, p.39) Appl. author: Foote, Cone & Belding. © 3Feb58; KK133025.

Rheingold gets the best reception in my house, says Bob Hope. (In Sunday news coloroto magazine, New York, Mar. 23, 1958, p.48) Appl. author: Foote, Cone & Belding. © 23Mar58; KK133451.

Rheingold is one of my hobbies, too, says Harry James. (In Sunday news coloroto magazine, New York, June 1, 1958, p.40) Appl. author: Foote, Cone & Belding. © 1Jun58; KK135037.

Season's greetings. Margie McNally, Miss Rheingold 1957. Christmas. (In Connecticut circle, Dec. 1957, p.4 of cover) Appl. author: Foote, Cone & Belding. © 20Nov57; KK131586.

She'll keep your Rheingold sales in bloom through May. Miss Rheingold 1958, Madelyn Darrow [and] flowers. (In Connecticut beverage journal blue book, May 1958, p.152) Appl. author: Foote, Cone & Belding. © 1May58; KK135145.

Sure way to get applause, say Mary Healy and Peter Lind Hayes. Rheingold. (In Sunday news coloroto magazine, New York, Apr. 6, 1958, p.32) Appl. author: Foote, Cone & Belding. © 6Apr58; KK134018.

There's always Rheingold extra dry nearby, says Vivian Blaine. (In New York mirror magazine, Mar. 2, 1958, p.3) Appl. author: Foote, Cone & Belding. © 2Mar58; KK132260.

This pretty salesman will keep your February sales a-popping. Miss Rheingold 1958. Popcorn. (In Connecticut beverage journal blue book, Feb. 1958, p.132) Appl. author: Foote, Cone & Belding. © 1Feb58; KK132270.

The welcome mat is out. Rheingold. (In Daily news, New York, May 5, 1958, p.42) Appl. author: Foote, Cone & Belding. © 5May58; KK135151.

Welcome sight. Madelyn Darrow, Miss Rheingold 1958. Fireboat. (In Connecticut beverage journal blue book, Mar. 1958, p.148) Appl. author: Foote, Cone & Belding. © 1Mar58; KK133019.

What a discovery, says John Wayne. Rheingold. (In Sunday news, New York, coloroto magazine, Jan. 5, 1958, p.5) Appl. author: Foote, Cone & Belding. © 5Jan58; KK132265.

What a discovery, says John Wayne. Rheingold. [Treasure chest scene] (In Daily news, New York, Dec. 30, 1957, p.25) Appl. author: Foote, Cone & Belding. © 30Dec57; KK131588.

Wherever the Vikings land, they land with Rheingold, says Kirk Douglas. (In Daily news, New York, June 9, 1958, p.31) Appl. author: Foote, Cone & Belding. NM: changes & additions. © 9Jun58; KK135295.

Wherever the Vikings land, they land with Rheingold, says Kirk Douglas. (In Sunday news coloroto magazine, New York, June 8, 1958, p.56) Appl. author: Foote, Cone & Belding. © 8Jun58; KK135035.

Who says I can't make up my mind? Asks Shelley Winters. Rheingold. (In Sunday news, New York, Mar. 16, 1958, coloroto magazine section, p.5) Appl. author: Foote, Cone & Belding. © 16Mar58; KK133335.

Your new Miss Rheingold makes her New Year's resolution. Ski lift. (In Connecticut beverage journal blue book, Jan. 1958, p.120) Appl. author: Foote, Cone & Belding. © 1Jan58; KK132269.

LIFE RESEARCH CORP. ©

New food discovery; reshape your figure as you reduce your weight; Wey-Rite. (In Wichita eagle, Wichita, Kan., June 11, 1957, p.7A) © 11Jun57; KK131154.

New food discovery makes headline news for reducers; Wey-Rite, low-calorie, high-protein instant food. (In Wichita eagle, Wichita, Kan., June 4, 1957, p.9A) © 4Jun57; KK131152.

Tried to reduce lately? Wey-Rite is the answer. (In Los Angeles examiner, Nov. 27, 1956, section 4, p.4) © 27Nov56; KK131165.

2 million lbs. of fat lost last year with Wey-Rite; a delicious energy sustaining, high protein food alternate. (In Wichita eagle, Wichita, Kan., June 25, 1957, p.8A) © 25Jun57; KK131153.

You'll enjoy Wey-Rite, the scientifically formulated low calorie, high protein food alternate. © 1Apr57; KK131468.

LIGGETT & MYERS TOBACCO CO. ©

It's super for supers; Chesterfield King cigarettes. (In Chain store age, grocery ed., Feb. 1957, p.31) Appl. author: McCann-Erickson, Inc. © 30Jan57; KK130945.

Like your pleasure big? Big doings on the world's biggest land yacht. Chesterfield. Executive Flagship. (In Life, Apr. 15, 1957, p.4 of cover) Appl. author: McCann-Erickson, Inc. © 11Apr57; KK132590.

Man, every inch a king; Chesterfield King cigarettes. (In Rochester times-union, Rochester, N. Y., Feb. 18, 1957, p.38) Appl. author: McCann-Erickson, Inc. © 18Feb57; KK130943.

New, in red, white and blue; Chesterfield cigarettes. (In Life, May 27, 1957, p.4 of cover) Appl. author: McCann-Erickson, Inc. © 23May57; KK130944.

Smoke the royalest, a regal Chesterfield King. (In New York post, Feb. 25, 1957, p.19) Appl. author: McCann-Ericsson, Inc. © 25Feb57; KK131622.

You'll be sittin' on top of the world, when you change to modern L & M. Ice skating. (In Life, Feb. 24, 1958, p.120-121) © 20Feb58; KK132967.

You'll be sittin' on top of the world, when you change to modern L & M. Skiing. (In Look, Feb. 18, 1958, p.14-15) © 4Feb58; KK132966.

You'll be sittin' on top of the world with L & M. Golfers. (In Look, Apr. 1, 1958, p.12-13) © 18Mar58; KK132968.

Your fastest growing cigarette, L & M; now in new crush-proof box. (In Chain store age, grocery ed., Mar. 1957, p.25) © 25Feb57; KK131056.

LINCOLN MANUFACTURING CO., INC. © Cafeteria planning survey; systems of food service. © 24Mar58; KK134279.

Centralization survey questionnaire; centralize food preparation and save with Lincoln's 4 systems of food service. © 24Mar58; KK134280.

Four systems of food service. Stor-A-Teria [and 3 other types] © 26Dec57; KK133475.

Preparation and food service equipment check list. © 24Mar58; KK134494.

Why hire a food service consultant? © 24Mar58; KK134493.

LINDLEY BOX & PAPER DIVISION, FEDERAL PAPER BOARD CO., INC. SEE Federal Paper Board Co., Inc.

LINDSEY, JAMES W. d.b.a. LINDSEY SEED CO. SEE Lindsey Seed Co.

LINDSEY SEED CO.

Lindsey Seeds planting guide. Sammy Sorghum. © James W. Lindsey d.b.a. Lindsey Seed Co.; 10Jan58; KK132646.

LINEN THREAD CO., INC. © Invincible sports nets. 1958 issue. Appl. author: Starr C. Keith. NM: additions. © 18Apr58; KK134728.

LINK, O. WINSTON. © Sounds of steam railroading; 45 minutes of steam train sounds made along the Norfolk & Western Ry. © 28Aug57; KK131975.

LINO PASTE CO. ©

Grip-Tite latex and cement; quick easy repair of concrete, brick. This unit contains 10 lbs. powder, 1 quart liquid latex. Appl. author: Arthur Golding. © 7Nov57; KK131903.

LIPTON (THOMAS J.) INC. © Instant tea for iced or hot tea. Net wt. 1 1/2 oz. © 17May58; KK134434.

100 Flo-Thru tea bags. Net wt. 8 ozs. © 28Jan58; KK135335.

LITTLESTOWN METAL PRODUCTS. © Curbmaster and Curbmaster, Jr., the sturdy formed-metal curb that beautifies and protects. © 21Apr58; KK134343.

LOBERTO'S PRODUCTS.

Mor-Power, automatically keeps battery charged; battery reviver. This package contains three envelopes. © John L. Loberto d.b.a. Loberto's Products; 2Jan58; KK133956.

LOCAL TRADEMARKS, INC. ©

Bill Ding parade of values. © 21May58; KK134603.

Bill Ding shower of values. © 21May58; KK134602.

Over the fence, Cy Cology. Town and Country Fence Company. © 13Jun58; KK135166.

Perce strings no.1 special. © 26Nov57; KK131187.

LOFT CANDY CORP. ©

Candies. [Festive overall scene] 1 pound 6 ounces net. © Loft Candy Corp. a.k.a. Loft Candy Shops; 21Mar58; KK134000.

Cherry cordials. 27 pieces, not less than 12 ozs. © Loft Candy Corp. a.k.a. Loft's Candy Shops; 23May58; KK134772.

Cordial fruits. Clover. 9 ounces net. © Loft Candy Corp. a.k.a. Loft's Candy Kitchen; 21Mar58; KK134009.

Easter greetings. 7 ounces net. © 2Dec57; KK134003.

Kiddie's Easter treasure. One pound net. © 21Mar58; KK134002.

M. C. animal friends. 3 ounces net. © Loft Candy Corp. a.k.a. Loft Candy Shops; 21Mar58; KK133999.

Meltaways. 1/2 pound net. © Loft Candy Corp. a.k.a. Loft Candy Shops; 21Mar58; KK134006.

Milk chocolate Triangles. 1 pound net. © Loft Candy Corp. a.k.a. Loft Candy Shops; 3Mar58; KK134149.

Miniature Melodies; dark chocolate. 1 1/4 pounds net. © 2Dec57; KK134007.

Philadelphia assortment. One pound net. © Loft Candy Corp. a.k.a. Loft Candy Shops; 3May58; KK134187.

Rainbow sticks. 3 1/2 ounces net. © Loft Candy Corp. d.b.a. Loft Candy Shops; 2Dec57; KK134162.

Sweet 'n Slim, chocolate miniatures; regular Loft's favorites averaging only 27 calories per piece. 1 pound net. © Loft Candy Corp. a.k.a. Loft's Candy Shops; 21Mar58; KK134001.

Sweetheart Pops; milk chocolate. 2 1/2 ounces net. © 2Dec57; KK134008.

Vitamin Joy Pops. 5 ounces net, 14 pops; 10 ounces net, 28 pops. © Loft Candy Corp. a.k.a. Loft Candy Shops; 21Mar58; KK134005.

Young 'n Fancy. 9 1/2 ounces net. © Loft Candy Corp. a.k.a. Loft Candy Shops; 21Mar58; KK134004.

LONG CO. ©

Mining equipment and conveying machinery. Model 188-D, Pigloader loading machine [and other] equipment. Appl. author: Marsteller, Rickard, Gebhardt & Reed, Inc. © 15May58; KK134587.

LONGO & SHEAR. ©

Kartoon Kaps, lively conversation pieces for parties and gatherings. Designed by Angelo Longo. 12. © 1Mar58; KK133327.

LORD-MOTT CO., INC. ©

French style green beans. 15 1/2 oz. avoir. © 14Nov56; KK134380.

LOS ANGELES COUNTY INDUSTRIAL DIRECTORY, INC. ©

This specially prepared volume contains vitally needed business information. © 9May58; KK134263.

LOS ANGELES SMOKING & CURING CO., INC. ©

Lascco brand barbecued Alaska cod; ready to eat or heat right in this bag. Tare wt. 1/4 oz. Appl. author: Bernard G. Rice. © 17Nov57; KK132711.

Lascco brand eastern salt mackerel fillet in brine. Wt. of brine and bag 3 oz. Appl. author: Bernard G. Rice. © 17Nov57; KK132712.

Lascco brand imported Norwegian herring in brine. Wt. of brine and bag 3 oz. Appl. author: Bernard G. Rice. © 17Nov57; KK132710.

LOWE (JOE) CORP. ©

Bi-sicle; deliciously rich, frozen fudge. 8Bl. Appl. author: Sydney L. Weiss. © 25Feb58; KK135241.

Coming your way; here's the Popsicle space travel contest blank. Appl. author: Richard H. Gross. © 11Apr58; KK135228.

Delicious filled donuts. B 8 2. Appl. author: Max Liebman. © 12May58; KK135233.

Enter the big Popsicle space travel contest. Appl. author: Richard H. Gross. © 15May58; KK135238.

Extra good and fudgery, frozen fudge thru and thru; Fudgsicle. 8Fl. Appl. author: Sydney L. Weiss. © 25Feb58; KK135242.

Handy 6 pack; Fudgsicle. Net contents 15 fl. oz. Appl. author: Sydney L. Weiss. © 21Apr58; KK135235.

Handy 6 pack; Popsicle. Orange. Net contents 18 fl. oz. Appl. author: Sydney L. Weiss. © 15Apr58; KK135234.

Hey, kids, here's a contest that's out of this world. Get in on this easy Popsicle space travel contest. (Big Popsicle space travel contest) Appl. author: Richard H. Gross. © 11Apr58; KK135225.

Hey, kids, it's out of this world. Get in on this easy Popsicle space travel contest. Appl. author: Richard H. Gross. © 25Apr58; KK135239.

It's big; Creamsicle. 8Rl. Appl. author: Sydney L. Weiss. © 17Feb58; KK135223.

It's delicious and country fresh. Appl. author: Richard H. Gross. © 24Feb58; KK135224.

Life. Enter the big Popsicle Popsi doodle contest. Appl. author: Richard H. Gross. © 15May57; KK135226.

Popsicle; pure orange flavor. 8P3. Appl. author: Sydney L. Weiss. © 1Apr58; KK135229.

Popsicle; take home pak of 6. 8-P-6. Appl. author: Sydney L. Weiss. © 3Apr58; KK135227.

Refreshing Popsicle. 8Pl. Appl. author: Richard H. Gross. © 1Apr58; KK135240.

Save coupons for swell gifts. 8A1. [Girl with pony tail] Appl. author: Sydney L. Weiss. © 24Feb58; KK135237.

Save coupons for swell gifts. 8A2. [Two couples] Appl. author: Max Liebman. © 24Feb58; KK135236.

LOWREY ORGAN CO. ©

Owner's manual; Lincolnwood model. © 20Feb58; KK133413.

LUCKY NUMBER GAMES. ©

A gift with a purpose; emergency tel. numbers at your finger tips. Appl. author: John T. Bessesen. © 23Apr58; KK135254.

LUCKY SNO-CONE CO. ©

The silver dollar company celebrates a 40th anniversary. Appl. author: Glen Raney. © 19Mar58; KK133983.

LUMBER INSTITUTE OF ALLEGHENY COUNTY, PITTSBURGH.

Buying lumber? It makes a difference where you buy. Appl. author: James R. Hayes. © Lumber Institute of Allegheny County; 7Jul57; KK135331.

LUMMIS & CO. ©

Peanut butter. Net wt. 12 oz. Appl. author: Joseph Letven. © 23Apr58; KK133877.

LUSTIG'S, INC. ©

52 ways to cripple a child; today's fit shapes tomorrow's feet. (In Youngstown vindicator, Mar. 2, 1958, p.C-16) Appl. author: Sidney L. Kline. © 2Mar58; KK132433.

52 ways to cripple a child; today's fit shapes tomorrow's feet. (In Youngstown vindicator, Mar. 2, 1958, p.C16) Appl. author: Sidney L. Kline. © 2Mar58; KK132945.

Is this vise your vice? Today's fit shapes tomorrow's feet. (In Youngstown vindicator, Mar. 16, 1958, p.A-10) Appl. author: Sidney L. Kline. © 16Mar58; KK132667.

Misery is measured by the foot; today's fit shapes tomorrow's feet. (In Youngstown vindicator, Mar. 23, 1958, p.A-10) Appl. author: Sidney L. Kline. © 23Mar58; KK132927.

Only 1 in 5 will escape; today's fit shapes tomorrow's feet. (In Youngstown vindicator, Mar. 30, 1958, p.A-8) Appl. author: Sidney L. Kline. © 30Mar58; KK132973.

Would you jail your child? We fit feet, not treat feet. (In Youngstown vindicator, Mar. 9, 1958, p.A-6) Appl. author: Sidney L. Kline. © 9Mar58; KK132488.

LUXOR LIGHTING PRODUCTS, INC. ©

Balanced Light; bonus rated. Price schedule; lamps, incandescent, fluorescent. Effective Jan. 6, 1958. © 11Apr58; KK133926.

New Gold-O-Matic provides fully automatic fluorescent operation. © 11Apr58; KK133646.

Save lighting dollars; Super Hexthode. © 11Apr58; KK133645.

LYKES, NORMAN R. ©

Enjoy gloriously relaxed reading; the Bed 'N Chair Reader. © 8Mar58; KK132529.

M

MCCARTHY CO. ©

School will soon be out. Planning on selling your house this summer? Real estate. © 23May58; KK134700.

MCCORMICK & CO., INC. ©

Fluffy instant mashed potatoes. 8 servings. Net weight 6 3/4 ozs. © 17Oct57; KK132430.
Garlic & onion cheese dip seasoning. 3/4 oz. net wt. © 13Feb58; KK132427.

MCDAID (H. B.) & SONS. ©

Karcare servis-guaranty. Appl. author: H. B. McDaid. © 8May58; KK134178.

MCDODD (L. J.) CO. ©

Bright sayings of children, a Bartell family feature. KCBQ, radio for family listening. © 15Jan58; KK133905.

Family fun, a Bartell family feature. KCBQ, radio for family listening. © 15Jan58; KK133904.

Million dollar music, a Bartell family feature. KCBQ, radio for family living. © 15Jan58; KK134110.

Neighbor of the week, a Bartell family feature. KCBQ, radio for family living. © 15Jan58; KK133903.

Thought for the day, a Bartell family feature. KCBQ, radio for family listening. © 15Jan58; KK133900.

MCGOWN (PEARL K.) INC. ©

Dear HooKraftsman. © 15Nov57; KK131228.
© 15Jan58; KK133086.
© 15Feb58; KK133087.
© 15Mar58; KK133088.
© 15Apr58; KK134442.
© 15May58; KK134443.
Dear HooKraftsman.
Leaflet no. 6. © 15Jan58; KK133085.

MCKIERMAN-TERRY CORP. ©

C-5 Compound Pile Hammer; parts list. List no. 1-158. © 15Feb58; KK133777.

Pile hammers for bridge construction. Bulletin BS-1. Appl. author: Robert P. McAndrew. © 17Dec57; KK131757.

Pile hammers for building foundations. Bulletin FS-1. Appl. author: Robert P. McAndrew. © 17Dec57; KK131758.

Pile hammers for dam and reservoir construction. Bulletin DS-1. Appl. author: Robert P. McAndrew. © 17Dec57; KK131755.

Pile hammers for highway construction. Bulletin HS-1. Appl. author: Robert P. McAndrew. © 17Dec57; KK131754.

Pile hammers for sewer and waterworks construction. Bulletin SS-1. Appl. author: Robert P. McAndrew. © 17Dec57; KK131759.

Pile hammers for waterfront construction. Bulletin WS-1. Appl. author: Robert P. McAndrew. © 17Dec57; KK131756.

MCLEAN SPECIALTIES, INC. ©

In the dog house. All the family write their names on the little dog's white picture frames. Appl. author: Paul Kolby. © 3Feb58; KK133476.

MCNEIL LABORATORIES, INC. ©

Even if your patient is a biscuit cutter, he'll be back at work soon because of Flexilon; for muscle relaxation plus analgesia. 16458. © 3Apr58; KK134304.

Even if your patient is a gandy dancer, he'll be back on the track because of Flexilon; for muscle relaxation plus analgesia. 16158. © 20Mar58; KK134302.

Even if your patient is a skylark, he'll be on the beam again soon, thanks to Flexilon; for muscle relaxation plus analgesia. 16358. © 1Apr58; KK134303.

Even if your patient is a splinter-belly, he'll be off the sick-list soon thanks to Flexilon; for muscle relaxation plus analgesia. 16558. © 10Apr58; KK134305.

MACOMBER'S, INC. ©

Spring Bloom brand apple cider. Net contents 1 quart. © 29Aug52; KK132951.

MAFCHIR, BARNEY. ©

Hoop Scoot, the world's fastest game. © 10Feb58; KK131835.

MAGEE'S, INC. ©

Why do more people buy ranges from Magee's than from any other store in N. E.? Magee's has ... Dixie matchless modern gas ranges. (In Boston record-American, Dec. 4, 1957, p.18) © 4Dec57; KK131506.

MAGILL-WEINSHEIMER CO. ©

De Soto, the exciting look and feel of the future; 1958. (De Soto color selector wheel) Fireflite [and 4 other cars] © 17Feb58 (in notice: 1957); KK132131.

MAGNAFLO CO., INC. ©

Is your battery being choked to death? Lifetime Charge. Appl. author: W. B. Harpman. NM: revision & additions. © 18Jun58; KK135110.

Lifetime Charge gives new power to your battery. Appl. author: W. B. Harpman. NM: revision. © 5May58; KK134126.

MAIDEN FORM BRASSIERE CO., INC. ©

Having a baby? Maidenform Young Mother nursing bra. (In My baby, Apr. 1958, p.31) Appl. author: Norman, Craig & Kummel, Inc. © 8Mar58; KK133843.

I dreamed I made an impression in my Maidenform bra; Twice-Over. (In Life, Mar. 24, 1958) Appl. author: Norman, Craig & Kummel, Inc. © 21Mar58; KK133842.

I dreamed I posed for a fashion ad in my Maidenform bra; look twice at Twice-Over, newest Maidenform bra. (In Ladies' home Journal, Nov. 1957, p.28-29) Appl. author: Norman, Craig & Kummel, Inc. © 20Oct57; KK131318.

I dreamed I was a midsummer night's dream in my new Maidenform bra; Twice-Over Six-Way. (In Life, May 26, 1958, p.102-103) Appl. author: Norman, Craig & Kummel, Inc. © 23May58; KK135127.

Maidenform Tric-O-Lastic; from here to maternity, and afterward, too. (In Baby talk, Mar. 1958, p.28) Appl. author: Norman, Craig & Kummel, Inc. © 20Feb58; KK132518.

Now, from the first name in bras, the last word in girdles; new Maidenform Fris-Kee. (In Life, Mar. 3, 1958, p.34) Appl. author: Norman, Craig & Kummel, Inc. © 28Feb58; KK133840.

Only Maidenform makes bras for all the dreams you are. Twice-Over [and 7 other styles] (In Life, Feb. 3, 1958, p.50-51) Appl. author: Norman, Craig & Kummel, Inc. © 31Jan58; KK132502.

A notable advance in skeletal muscle relaxation; specific for painful spasm, Paraflex. 19258. © 7Mar58; KK134306.

Practical dosage, long-lasting relief, specific for painful muscle spasm; Paraflex. 17858. © 17Mar58; KK134307.

A superior skeletal muscle relaxant; Paraflex. 18458. © 12Mar58; KK134807.

You'll say, new Maidenform Twice-Over outdates all other bras. (In Life, Mar. 3, 1958, p.99) Appl. author: Norman, Craig & Kummel, Inc. © 28Feb58; KK133841.

MAIN FEDERAL SAVINGS & LOAN ASSN.,
COLUMBUS, OHIO.
Meet William Dollar ... Dollar Bill,
who always has a dollar in his
pocket and many more in his savings
account. (In Columbus evening dis-
patch, June 24, 1957, p.19A)
© Main Federal Savings & Loan Asso-
ciation & Norman H. Sanger;
24Jun57; KK126377.

MANHEIM MANUFACTURING & BELTING CO. ©
Variable speed belt, type I.
© 16Dec57; KK134146.
Variable speed belt; type II.
© 16Dec57; KK133606.

MANISCHEWITZ (B.) CO. ©
8-day menu-planner for balanced
meals all during Passover; 1958.
This Passover enjoy ... matzos,
gefilte fish. Appl. author: Al
Paul Lefton Co., Inc. © 14Mar58;
KK132981.

MANITOWOC EQUIPMENT WORKS. ©
New markets open for packaged ice;
new Manitowoc Iceceller. Appl.
author: Morrison-Greene-Seymour,
Inc. © 16Apr58; KK133779.

MANN RANCH. ©
Golden Horseshoe Tex'N'Jeans forti-
fied with Du Pont 420 nylon.
(In The Boys' outfitter, Jan.
1958, p.82-83) Appl. author:
Warren T. Mithoff. © 15Jan58;
KK132802.

MANPOWER, INC. ©
An open letter to management on in-
creasing profits through reduced
overhead; from the pages of the
Wall Street Journal. © 18Mar58;
KK133892.

MARATHON CORP., division of AMERICAN
CAN CO. SEE American Can Co.

MARCEE PRODUCTS CORP. ©
Golden celestial Christmas orna-
ments; 1958. Gold foil starburst
[and other] ornaments. Appl.
author: Alfred A. Flaster.
© 11Mar58; KK133070.

MARGHAB (EMILE) INC. ©
Cord and Tassel by Marghab; set of
oblong place mats with napkins.
© 8Nov57; KK131162.
Flowerlace by Marghab; set of oblong
place mats with napkins.
© 8Nov57; KK131161.
Ladies' handkerchiefs by Marghab.
Fern, Four Bows [and 3 other pat-
terns] © 8Nov57; KK131159.
Towels by Marghab. Florentine.
© 8Nov57; KK131160.
Towels by Marghab. Tree, Sweet
Peas, Butterfly [and 2 other
patterns] © 8Nov57; KK131163.

MARGLEN (JULIETTE) INC. ©
Cellini Gold; Juliette Marglen's
fabulous fairytale finish for your
fingertips. © 23Sep57; KK131851.
Fabulous new fashion, Cellini Gold,
glamorous golden finish for your
fingertips. © 20Oct57; KK131850.
Juliette Marglen answers. Oval
lipstick, nail glaze [and 4 other
topics] Appl. states prev. pub.
KK128645. NM: additions & re-
vision. © 15Nov57; KK131605.
What hath Cellini wrought? Thank
you ... for my beautiful new
Cellini gold fingertips. (In The
New Yorker, Nov. 30, 1957, p.39)
© 28Nov57; KK131520.

MARIETTA METAL PRODUCTS CORP. ©
Low pressure round vertical; oil
heating. Steel heating unit.
Appl. author: John Hancock.
© 10Jun58; KK134898.

Magic-Heat; base radiation,
series R2. Appl. author: John
Hancock. © 3Jan58; KK131104.

MARINA DEL REY ADVERTISING CO. ©
Laugh down. Nepenthe; fuel roar
sparks. Appl. author: Neal
Bruce Couey. © 24May58; KK134466.

MARINELAND OF THE PACIFIC.
World's only 3-ring sea circus.
Trained whale, porpoise games,
clowning seals. (In Los Angeles
examiner, Feb. 28, 1958, section 4,
p.8) © Oceanarium, Inc. d.b.a.
Marineland of the Pacific; 28Feb58;
KK133758.

MARION ELECTRICAL INSTRUMENT CO. ©
Induction soldering unit; meters.
Model PML. (In Electronic design,
Mar. 5, 1958, p.185) Appl. au-
thor: Culver Advertising, Inc.
© 5Mar58; KK133181.

Mechanisms designed to meet system
objectives. MEP6 [and 14 other]
instruments. (In Aviation age,
Apr. 1958, p.110) Appl. author:
Culver Advertising, Inc. © 1Apr58
(in notice: 1957); KK133370.

Medalist meters. (In Electronic
week/daily, Mar. 24, 1958, p.72)
Appl. author: Culver Advertising,
Inc. © 24Mar58; KK133182.

Medalist null indicators; meters.
(In Electronic design, Apr. 2,
1958, p.47) Appl. author: Culver
Advertising, Inc. © 2Apr58;
KK133180.

Sealed elapsed time indicators;
meters. (In Electrical design
news, Mar. 1958, p.41) Appl.
author: Culver Advertising, Inc.
© 1Mar58; KK133183.

Sealed ruggedized panel meters. The
original MIL-M-10304-A instrument.
(In Industrial laboratories, Mar.
1958, p.94) Appl. author: Culver
Advertising, Inc. © 1Mar58;
KK133184.

Versatile multi-range meter tester.
Model M-2. (In Design news,
Mar. 17, 1958, p.26) Appl. au-
thor: Culver Advertising, Inc.
© 17Mar58; KK133185.

MARKS, BURTON.
Big train puzzle box. SEE Saalfeld
Pub. Co.
Switch-a-roos. SEE Saalfeld Pub.
Co.

MARMAN DIVISION, AEROQUIP CORP. SEE
Aeroquip Corp.

MARRIS, INC. ©
Slenderize at home; slenderizing
Vibro-Massage cushion. (In The
Milwaukee Journal) Appl. author:
Charles M. Pacini. © 10Aug57;
KK131229.

MARS, INC. ©
First the cream of caramel, then the
heavy chocolate makes a Marsette;
caramel chocolates made in Candy-
land by Mars. (In Life, Mar. 31,
1958, p.91) © 31Mar58;
KK133720.
For when you want just a bite of
perfect candy: new Marsettes;
made in Candyland by Mars.
Caramel chocolate. (In Life,
Apr. 28, 1958, p.79) © 28Apr58;
KK134436.
How do we get the creamy caramel
inside the little drums of choco-
late? Marsettes ... made in
Candyland by Mars. (In Life,
Jan. 13, 1958, p.35) © 13Jan58;
KK132348.
Whenever you feel that sudden urge;
Marsettes, new bite-size caramel
chocolates made in Candyland by
Mars. (In Life, Feb. 10, 1958,
p.89) © 10Feb58; KK132349.

MARSH WALL PRODUCTS, INC. ©
Beautiful Marlite, plastic-
finished paneling. Appl. au-
thor: James Watson McNoldy.
NM: additions. © 15Mar56;
KK131638.
Installation instructions; Marlite
block, plastic-finished wall and
ceiling paneling. Appl. author:
James Watson McNoldy. NM: re-
vision. © 27Aug57; KK131640.
Installation instructions; Marlite
Korelock, hollow-core plastic
finished panels. Form no.65572.
Appl. author: James Watson McNoldy.
© 15Mar55; KK132961.
Installation instructions; Marlite
plank, plastic-finished wall and
ceiling paneling. Appl. author:
James Watson McNoldy. NM: re-
vision. © 27Aug57; KK131641.
It's easier than ever to build or
remodel; prefabricated, pre-
finished Marlite Korelock ceiling
and wall panels. Appl. author:
James Watson McNoldy. © 15Jun56;
KK131639.
Marlite dealer ad guide. Plastic-
finished wall and ceiling panel-
ing. Appl. author: James Watson
McNoldy. © 15Jan56; KK131642.

MARTIN, D. A. d.b.a. CLEANERS 25 PLAN.
SEE Cleaners 25 Plan.

MARTIN RANCH. ©
Good Year California oranges.
5 lbs. net wt. Appl. author:
Norman Baize. © 14Nov57;
KK131394.
Rayo California oranges. 5 lbs.
net wt. Appl. author: Norman
Baize. © 14Nov57; KK131393.

MARTY'S PARK PLAZA, INC. ©
Wine card; whatever your choice of
spirits, cocktails, or liqueurs.
© 1Feb58; KK132204.

MARVIC CO. ©
All new, all purpose CivRam no.22.
A revolutionary new state poly-
crystalline electro-chemical kinetic
device. Appl. author: Marcel R.
Pelletier. Appl. states prev. pub.
11Oct57, KK128873. NM: revision &
additions. © 5Jun58; KK134995.
The little boy with green hair;
watch it grow. Appl. author:
Irving V. Nissman. © 17Apr58;
KK133748.
Mr. Smokey. Watch my smoke. Appl.
author: Marcel R. Pelletier.
© 21Mar58; KK133749.
Official U. S. Govt.; display Mr.
Taxpayer on your desk. Appl.
author: Marcel R. Pelletier.
© 5May58; KK134281.

MASON MORTGAGE & INVESTMENT CORP. ©
Easy as pressing a button; financial
security with the Mason automatic
savings & investment plan.
NM: revision. © 29May58;
KK134599.

MASSEY-FERGUSON, INC. ©
Massey-Harris 333, 444; big masters
of big power farming. Form
111/258-100-1. Racine, Wis. (appl.
states Can.) © 20Mar58;
KK133970.

Massey-Harris 555; name your fuel,
then step up to the tractor that
knows how to use it best. Form
112/258-100-1. Racine, Wis. (appl.
states Can.) © 20Mar58;
KK133969.

64 disc plow. The Massey-Ferguson
system of mechanized farming.
Form 118. Racine, Wis. (appl.
states Can.) © 27Mar58;
KK133310.

MASSEY-HARRIS-FERGUSON, INC. ©

Ferguson 35, world's most-copied tractor. The Massey-Ferguson system of mechanized farming. Form 105. © 5Mar58; KK132497. A full line of tractors. Ferguson 35 [and other] tractors. The Massey-Ferguson system of mechanized farming. © 13Jan58; KK131344.

Massey-Ferguson 50 with Ferguson system. The Massey-Ferguson system of mechanized farming. Form 104. © 5Mar58; KK132498.

Massey-Ferguson no.21 multi-purpose blade; no.3 snow blade. The Massey-Ferguson system of mechanized farming. Form 108. Racine, Wis. (appl. states Can.) © 3Mar58; KK132351.

Massey-Ferguson pipe and cable layer attachment for subsoilers. The Massey-Ferguson system of mechanized farming. Form 114. Racine, Wis. (appl. states Can.) © 20Mar58; KK133142.

The Massey-Ferguson portable cordwood saw for on-the-spot sawing. © 18Feb58; KK132768.

Massey-Ferguson 6 & 18 spike tooth harrows. The Massey-Ferguson system of mechanized farming. Form 115. Racine, Wis. (appl. states Can.) © 20Mar58; KK133141.

Massey-Ferguson spring tooth harrows. No.63; 67. The Massey-Ferguson system of mechanized farming. Form 117. Racine, Wis. (appl. states Can.) © 20Mar58; KK133144.

Massey-Ferguson subsoilers 22 & 27. The Massey-Ferguson system of mechanized farming. Form 113. Racine, Wis. (appl. states Can.) © 20Mar58; KK133146.

Massey-Ferguson 31-35 tandem disc harrows. The Massey-Ferguson system of mechanized farming. Form 116. Racine, Wis. (appl. states Can.) © 20Mar58; KK133145.

Massey-Harris 92 Hillside combine. Form 125. Racine, Wis. (appl. states Can.) © 20Mar58; KK133143.

New Massey-Ferguson 65 with Ferguson system; the Massey-Ferguson system of mechanized farming. Form 103. Racine, Wis. (appl. states Can.) © 4Feb58; KK132314.

MASSON (PAUL) VINEYARDS. ©

Tonight could be the night. California champagne. [Two 14th century girls in field] (In Vogue, June 1958, p.147) © 1Jun58; KK134820.

MASTER METAL PRODUCTS, INC. ©

The acceptance has got to be there; all-chrome by Masterware. Wastette [and 4 other products] (In Premium buyer's guide, Jan. 1958, p.14) © 6Jan58 (in notice: 1957); KK134142.

Masterware; your winning line-up. Dispensette, Wastette [and 4 other items] (In Housewares review, 1958, p.69), © 5Feb58 (in notice: 1957); KK132704.

Masterware forges ahead; new, refined pantryware styles. Sanette, Canette [and 3 other products] (In Housewares review, June 1958, p.57) © 5Jun58; KK134990.

Masterware sales trend continues up, up, up. Sanette [and 4 other products] (In Housewares review, Apr. 1958, p.87) © 7Apr58; KK133765.

Steadily increasing Masterware sales to value-wise premium users. Canette, Sanette [and 3 other

products] (In Premium buyers' guide, Apr. 1958, p.18) © 4Apr58; KK134989.

What's so modern about the flip-top idea? Sanette was using it 34 years ago; Masterware. Canette, Breadette [and 3 other items] (In Housewares review, Jan. 1958, p.141) © 5Jan58 (in notice: 1957); KK132703.

MASTER PRODUCTS CO. ©

Don't miss any of these front-page specials. Pencil sharpener, stationery rack cut [and other products] Appl. author: Barbara Ann Marquardt. © 11Apr58; KK133545.

Mid-winter sale days mean big savings on mimeo and office supplies. © 7Feb58; KK131989.

Shop at Master's for best buys in mimeo and office supplies. Brief bag cut [and other items] Appl. author: Barbara Ann Marquardt. © 7Mar58; KK132612.

23rd year; anniversary sale. Book-binder-stitcher-stapler [and other items] Appl. author: Barbara Ann Marquardt. © 23May58; KK134508.

MATTHEWS (JAMES H.) & CO. ©

Memory stays brighter with a Vesperlite; your candle will burn for many days; when locked in its Rockedge ring. Leaflet B-462. © 7Feb58; KK132109.

MAYWOOD FARMS CO., INC. ©

Circle Lily grade A, pasteurized, homogenized, vitamin D milk. One half gallon liquid. © 24Oct57; KK131918.

MEAD JOHNSON & CO.

Now, two kinds of Pablum Six-Paks; treat baby soon to these Pablum cereals. Six-Pak; Assorted-Pak. (In My baby, Mar. 1958, p.29) Appl. author: McCann-Erickson, Inc. © Pablum Products Division, Mead Johnson & Co.; 8Feb58; KK132587.

Save 10¢ with the coupon in Pablum high protein cereal packages. (In Evening news, Harrisburg, Pa., Feb. 27, 1958, p.24) Appl. author: McCann-Erickson, Inc. © Pablum Products Division, Mead Johnson & Co.; 27Feb58; KK132675.

You can specify Pablum brand with confidence; high protein cereal. (In Journal of pediatrics, Feb. 1958, p.23) Appl. author: McCann-Erickson, Inc. NM: additions. © Mead Johnson & Co., Pablum Products Division; 25Jan58; KK132352.

Your baby deserves the best; Pablum brand; high protein cereal. (In My baby, Jan. 1958, p.43) Appl. author: McCann-Erickson, Inc. © Pablum Products Division, Mead Johnson & Co.; 8Dec57; KK132161.

Your baby deserves the best; Pablum oatmeal. (In Disneyland holiday, spring 1958, p.5) Appl. author: McCann-Erickson, Inc. © Pablum Products Division, Mead Johnson & Co.; 1Mar58; KK132676.

MEADOW BROOK NATIONAL BANK OF NASSAU COUNTY, WEST HEMPSTEAD, N. Y.

How electronics affects your checking account. © Meadow Brook National Bank (in notice: Meadow Brook National Bank of Nassau County); 7Apr58; KK134860.

MEDICINALS, INC. ©

Solvite. 30 capsules. © 6Feb58; KK132709.

MELLUS NEWSPAPERS, INC. ©

South-Allen Plaza anniversary sale. Brand names game; \$3,000.00 in prizes. Puzzle no.1. (In The Allen Parker, June 5, 1958, p.5) © 5Jun58; KK134833.

MELROSE DISTILLERS CO.

Rare and inexpensive; Rare whiskey. Appl. author: Claude M. Stafford. © Affiliated Distillers Brands Corp. d.b.a. Melrose Distillers Co.; 15Aug57; KK131042.

Walks away with honors; Rare whiskey. Appl. author: Claude M. Stafford. © Affiliated Distillers Brands Corp. d.b.a. Melrose Distillers Co.; 15Aug57; KK131038.

Wow, Melrose Rare. Appl. author: Claude M. Stafford. © Affiliated Distillers Brands Corp. d.b.a. Melrose Distillers Co.; 15Aug57; KK131041.

MELVILLE SHOE CORP. ©

Choose from Thom McAn's 40 different safety shoe styles. S-1378, Jaquar [and 9 other] styles. (In National safety news, Mar. 1958, p.138-139) Appl. author: Ogilvy, Benson & Mather, Inc. © 1Mar58; KK133628.

I still have all my toes, thanks to Thom McAn safety shoes, says Russell Rufener. (In National safety news, June 1958, p.71) Appl. author: Ogilvy, Benson & Mather, Inc. © 1Jun58; KK134893.

New Thom McAn Riggers made for steel men may be just what your men need. (In National safety news, Jan. 1958, p.51) Appl. author: Ogilvy, Benson & Mather, Inc. © 1Jan58; KK131488.

Really big deal; the Dirty Buck. Thom McAn. (In Scholastic roto, May 1958, p.11) Appl. author: Ogilvy, Benson & Mather, Inc. © 1May58; KK133785.

Thom McAn's cool basket-weave safety shoes give hot feet a holiday. S-4359. (In National safety news, Apr. 1958, p.55) Appl. author: Ogilvy, Benson & Mather, Inc. © 1Apr58; KK133632.

Thom McAn's new Ripple soles, now on 3 outstanding safety shoes. S-1386; S-4186; S-4386. (In National safety news, May 1958, p.41) Appl. author: Ogilvy, Benson & Mather, Inc. © 1May58; KK133885.

You need Thom McAn's moisture-resistant safety shoes. S-1014; S-4115. (In National safety news, Feb. 1958, p.53) Appl. author: Ogilvy, Benson & Mather, Inc. © 1Feb58; KK133306.

MEMORY RESEARCH CORP. ©

Give me one evening and I'll give you a push-button memory; meet Harry Lorayne. (In Sunday news New York, Feb. 2, 1958, p.93) © 2Feb58; KK132213.

MENDLE BOX WRAP & LABEL CORP.

Caressa, by Talcher; fine footwear. © Mendle Box Wrap & Label Corp. successors to Mendle Print. Co. 3Jan58 (in notice: 1957); KK133082.

MENICK (SAUL) - DAVID SADEL, ASSOCIATES, INC. ©

Flip-Eeze, easel display. Instructions for assembling units. © 31Jan58; KK133247.

Something new in visual presentation; the Flip-Eeze collapsible easel display. © 31Jan58; KK133248.

MERCK & CO., INC. ©

Chemistry takes a new look at mirrors; ask Merck how its research program can help you. (In Scientific American, Sept. 1955, p.156) © 15Aug55; KK135302.

NiCarb, Nicarbazine; cuts replacement production costs four ways. Your costs go down ... with NiCarb in your starting mashers and grower feeds. (In Poultry Tribune, Dec. 1956, p.47) © 25Nov56; KK131274.

MERIT PRODUCTS CO. ©

Handi-Brackets for mounting, bracing. HBA4; HBC4. © 18Oct57; KK130973.

Handi-Brackets for mounting, bracing. HBA5-8; HBA2. © 18Oct57; KK130968.

Handi-Brackets for mounting, bracing. HBC1; HBC2. © 18Oct57; KK130971.

Handi-Brackets for mounting, bracing. HBL4; HBZ4. © 18Oct57; KK130972.

Handi-Brackets for mounting, bracing. HBZ5-8; HBZ2. © 18Oct57; KK130969.

Handi-Brackets for mounting, bracing, holding, spacing. HBL1; HBL2. © 18Oct57; KK130970.

Handi-Brackets for mounting, bracing, holding, spacing. 12 most useful shapes and sizes. © 18Oct57; KK131230.

Handi-Brackets introductory deal no.2. Form no.572. © 18Oct57; KK131952.

Handi-Brackets introductory panel deal no.3. Form no.573. © 18Oct57; KK131953.

Handi-Brackets introductory tray deal no.1. Form no.571. © 18Oct57; KK131951.

MERKIN, LESTER.

Martin Freres bass clarinet fingering chart. SEE Buegeleisen & Jacobson, Inc.

Martin Freres clarinet fingering chart. SEE Buegeleisen & Jacobson, Inc.

Martin Freres oboe fingering chart. SEE Buegeleisen & Jacobson, Inc.

MERRIAM (G. & C.) CO. ©

The right gift, the bright gift for every high-school graduate; Webster's new collegiate dictionary. (In Life, May 19, 1958, p.58) © 14May58; KK134345.

MERRILL LYNCH, PIERCE, FENNER & BEANE. ©

We found a million dollar baby; it is called the IBM 705-EDPM. © 24Jan58; KK133253.

MERRY MANUFACTURING CO. ©

My Merry dolly's first aid. No.521:59. NM: additions & revision. © 20Aug57; KK131175.

My Merry dolly's guest closet. Tumbler, hot water bottle [and 2 other items] C-6:59. © 15Jan58; KK132698.

My Merry dolly's party closet. Straws, spoons [and 4 other items] C-5:59. © 15Jan58; KK132697.

MERTZ, HAROLD E., general partner PUBLISHER'S CLEARING HOUSE. SEE Publisher's Clearing House.

METAL BUILDING MANUFACTURERS ASSN. © MBMA. Silhouette of metal building over initials. © 1Aug57; KK132123.

METALAIRE PRODUCTS CO. ©

TravelAire portable coolers for every spot or room-cooling need. Form TR-5801. Appl. author: International Metal Products Co. © 13Jan58; KK132699.

TravelAire portable room coolers. Models 960 & 1260. Form TR-5809. Appl. author: International Metal Products Co. © 21Jan58; KK133320.

METRO COPY CO.

Turn rags into riches. © Matthew B. Blish d.b.a. Metro Copy Co.; 29Apr58; KK133772.

MICHEL'S (PETER J.) INC. ©

Only a rich barber can afford cheap tools. C-Mon Saber Blade shears, no.307. Appl. author: Reginald Requa. © 10Jan58; KK131575.

MICHIGAN BELL TELEPHONE CO. ©

Gizzle-Snip? If it's not in the Yellow Pages, maybe there's no such thing. © 2Nov57; KK133955.

MICHIGAN CARTON CO. ©

Richer all flavors ice cream. Design no.2300. One pint liquid. © 30Dec57; KK133619.

Richer chocolate ice cream. Design no.2100. One pint liquid. © 30Dec57; KK133621.

Richer strawberry ice cream. Design no.2200. One pint liquid. © 30Dec57; KK133622.

Richer vanilla ice cream. Design no.2000. One pint liquid. © 30Dec57; KK133620.

Sunshine ice cream; all flavors. Design no.1300. One pint liquid. © 30Dec57; KK133256.

Sunshine ice cream; chocolate. Design no.1100. One pint liquid. © 30Dec57; KK133627.

Sunshine ice cream; strawberry. Design no.1200. One pint liquid. © 30Dec57; KK133257.

Sunshine ice cream; vanilla. Design no.1000. One pint liquid. © 30Dec57; KK133412.

Superior ice cream; all flavors. Design no.3300. One pint liquid. © 30Dec57; KK133626.

Superior ice cream; chocolate. Design no.3100. One pint liquid. © 30Dec57; KK133624.

Superior ice cream; strawberry. Design no.3200. One pint liquid. © 30Dec57; KK133625.

Superior ice cream; vanilla. Design no.3000. One pint liquid. © 30Dec57; KK133623.

MIDAS, INC. ©

Muffler shops. © 30Jan58 (in notice: 1957); KK134502.

MIDLAND COOPERATIVES, INC. ©

Convenience, economy, and a name you can trust; Midland LP gas. (In Wisconsin agriculturist & farmer) Appl. author: William F. Eisner. © 18Jan58; KK132113.

500 gasoline tested where it counts; tested here in Wisconsin where you use it. (In Wisconsin agriculturist & farmer, Feb. 15, 1958, p.5) Appl. author: William F. Eisner. © 15Feb58; KK132118.

Follow the Midland way to bigger egg profits; get your chicks into full production by fall with Midland poultry feeds. (In Wisconsin agriculturist & farmer, Feb. 1, 1958, p.6) Appl. author: William F. Eisner. © 1Feb58; KK132114.

Free, Midland soil management guide. (In The Farmer, Feb. 1, 1958, p.31) Appl. author: William F. Eisner. © 1Feb58; KK132116.

LP gas; convenience, economy and a name you can trust. Cooking. (In The Farmer, Apr. 5, 1958, p.103) Appl. author: William F. Eisner. © 5Apr58; KK133908.

LP gas; power, economy and a name you can trust. Tractor. (In Wisconsin agriculturist & farmer, Mar. 1, 1958, p.48) Appl. author: William F. Eisner. © 1Mar58; KK132532.

LP gas; reliability, economy and a name you can trust. Brooder. (In The Farmer, Feb. 15, 1958, p.78) Appl. author: William F. Eisner. © 15Feb58; KK132531.

Market 200 lb. meaty hogs in less than 5 months with Midland hog feeds. (In Wisconsin agriculturist & farmer, Feb. 15, 1958, p.66) Appl. author: William F. Eisner. © 15Feb58; KK132117.

Trade-in sale; regardless of age ... old milker is worth \$25, when you buy a Midland Universal short or long tube milker. (In Wisconsin agriculturist & farmer, Feb. 15, 1958, p.59) Appl. author: William F. Eisner. © 15Feb58; KK132115.

MIDWEST SMOKED FISH CO. ©

Smoked salmon; vacuum packed. © 30Sep57; KK131544.

MIDWESTERN INSTRUMENTS, INC. ©

The Midwestern 615 & 616 direct-writing oscillographs. Appl. author: Watts-Payne. © 15Nov57; KK131387.

Par-1; precision analog recording system. Appl. author: Cushing-Nevell. © 11Nov57; KK132916.

Precise recording of dynamic measurements. MI-908, carrier amplifier system. Appl. author: Watts-Payne. © 18Nov57; KK131386.

MIERS, EARL SCHENCK.

Abraham Lincoln: a history. SEE Kingsport Press, Inc.

An American battle abbey. SEE Kingsport Press, Inc.

The collected works of Abraham Lincoln. SEE Kingsport Press, Inc.

A constitutional view of the War Between the States. SEE Kingsport Press, Inc.

Personal memoirs of U. S. Grant. SEE Kingsport Press, Inc.

MILANI, J. L. & JUNE O. MILANI d.b.a.

ANNABELLA IMPORT & EXPORT CO. SEE Annabella Import & Export Co.

MILANI, JUNE O. & J. L. MILANI d.b.a.

ANNABELLA IMPORT & EXPORT CO. SEE Annabella Import & Export Co.

MILLER BREWING CO. ©

The champagne of bottle beer; distinctive in taste. High Life. Stable. (In Esquire, Mar. 1958, p.47) Appl. author: C. A. Mathisson. © 6Feb58; KK132539.

The champagne of bottle beer; distinctive in taste. Miller High Life. [Man sitting in stern of] boat. (In Esquire, June 1958, p.133) Appl. author: C. A. Mathisson. © 8May58; KK134562.

Display it, sell it; High Life. (In Chain store age, Apr. 1957, p.189) Appl. author: C. A. Mathisson. © 30Mar57; KK132112.

The golden touch of quality; High Life. 6-pac. (In Coronet, May 1958, p.2 of cover) Appl. author: C. A. Mathisson. © 17Apr58; KK131505.

MILLER BREWING CO. Cont'd.

I'm glad they still brew a beer like this. High Life. [Man in] fishing [outfit, smoking pipe & holding glass of] beer. (In True, Apr. 1958, p.87) Appl. author: C. A. Mathisson. © 18Mar58; KK133066.

I'm glad they still brew a beer like this. Miller High Life. Golfer [holding beer glass & club] (In Argosy, June 1958, p.18) Appl. author: C. A. Mathisson. © 20May58; KK134548.

Quality is always in good taste, good taste is always in Miller High Life. Picnic [scene] (In House beautiful, May 1957, p.3 of cover) Appl. author: C. A. Mathisson. © 18Apr57; KK135281.

Taste and enjoy the beer with that champagne sparkle; High Life. Bavarian [decorated scene] (In Look, May 13, 1958, p.104) Appl. author: C. A. Mathisson. © 29Apr58; KK133837.

Taste and enjoy the beer with that champagne sparkle; High Life. (In Life, Feb. 10, 1958, p.53) Appl. author: C. A. Mathisson. © 6Feb58; KK132024.

MILLER-STORMGUARD CORP. ©

For reputation, reliability, service and price; 3 full channel tilt storm and screen window. (In Sunday news, New York, Mar. 9, 1958, p.71) Appl. author: Lloyd S. Howard. © 9Mar58; KK132483.

36 yrs. is your guarantee; 3 full channel tilt, finest extruded aluminum, storm and screen windows. (In Sunday news, Apr. 13, 1958, p.71) Appl. author: Lloyd S. Howard. © 13Apr58; KK133371.

MILLER STUDIO, INC. ©

Home decorator wall plaques. 450, male dancer [and other styles] Appl. author: Richard A. Miller. © 1Jan58; KK133927.

Wall plaques; 1958 catalog. Appl. author: Richard Alan Miller. © 1Jan58; KK133928.

MILTON JOHNS CO. ©

The Milton Johns Company proudly presents the Champion Baby Line mattress and Sleep Champ mattress. (In Your community newspaper, Apr. 23, 1958, p.11G) © 23Apr58; KK134078.

MILTON MANUFACTURING CO., INC. ©

For every water use; Handee Bend water saving nozzle; fits any garden hose thread. Appl. author: Milton Goldish. © 5Dec57; KK131689.

Handee Bend water saving nozzle; fits any garden hose thread. Appl. author: Milton Goldish. © 20Dec57; KK131690.

MILWAUKEE ELECTRIC TOOL CORP. ©

Here's your short cut to polishing profits; new ... Swifty, the non-swirl polisher. (In Southern automotive journal, May 1958, p.14) Appl. author: Earl H. Swanson. © 8May58; KK134439.

MINIATURE FORESTS, INC. ©

Now, far easier to grow than you've ever dreamed; full grown trees one foot tall. (In New York herald tribune, Feb. 2, 1958, section 4, p.16) © 2Feb58; KK132209.

MINNEAPOLIS STAR & TRIBUNE CO. ©

What makes a market great. [Moose] (In Chicago daily news, Sept. 24, 1957, p.14) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 24Sep57; KK135290.

What makes a newspaper great? Billy Bevan. (In Advertising age, May 5, 1958, p.47) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 5May58; KK135289.

What makes a newspaper great? Cohn, Rowan [and 3 other writers] (In The Wall Street journal, Oct. 30, 1957, p.26) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 30Oct57; KK135288.

What makes a newspaper great? Fastest car wash. (In The Wall Street journal, Nov. 27, 1957, p.14) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 27Nov57; KK135287.

What makes a newspaper great? Ted Peterson. (In Editor & publisher, Aug. 24, 1957, p.31) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 24Aug57; KK135291.

MINNESOTA MINING & MANUFACTURING CO. ©

Adds prestige for pennies; the new, narrow Decorette brand ribbon. (In Florists' telegraph delivery news, Oct. 1957, p.7) © 10Oct57; KK131093.

Big four; the 4 all-time best sellers are all Scotch brand magnetic tapes. (In Audio industry directory, 1957-1958, p.4 of cover) © 1Aug57; KK132819.

Bright ideas to spark your Christmas business. Sasheen, Decorette [and] Lacelon ribbon. (In Telegraph delivery spirit, Sept. 1957, p.9) © 1Sep57; KK131095.

Can you tie this? You certainly can with gleaming Sasheen, the ribbon that makes the magic bow; the Glitter bow. (In Vogue, Oct. 15, 1957, p.141) © 15Oct57; KK131092.

Can you tie this? You certainly can with versatile Sasheen brand ribbon; the radiant Rose bow. (In Ladies' home journal, Oct. 1957, p.43) © 30Sep57; KK131094.

Clean up extra profits with this Scotch brand spring clean-up special; Scotch brand masking tape. (In Hardware age, Feb. 13, 1958, p.183) © 13Feb58; KK134707.

For the first time in history, the spotless look; Scotchgard brand stain repeller. (In Women's wear daily, Oct. 22, 1957, p.7) © 3M Co., a.k.a. Minnesota Mining & Manufacturing Co. (in notice: 3M Co.); 22Oct57; KK133496.

Free Acro-Pets with regular rolls of Scotch brand cellophane tape. (In Walt Disney's Mickey Mouse, Apr.-May 1958, p.3 of cover) © 14Feb58; KK132597.

Free tapes; there's no charge for the 5,000 subjects in Georgia's tapes for teaching library. Scotch brand magnetic tapes. (In Georgia education journal, Sept. 1957, p.2) © 1Sep57; KK134716.

Home tape dispenser; Scotch cellophane tape. (In The Reader's digest, Oct. 1957, p.13) © 25Sep57; KK133080.

Home tape dispenser, \$1.00. Keeps Scotch cellophane tape handy. (In The American home, June 1958, p.90) © 3M Co. a.k.a. Minnesota Mining & Manufacturing Co. (in notice: 3M Co.); 20May58; KK134714.

Invisible repairs; Scotch brand 810 permanent mending tape. (In The Office, Mar. 1958, p.207) © 1Mar58; KK132596.

Lacelon still stays perky, permanently; so lacy ... is this Lacelon ribbon; make perfect puff bows. (In Florists' telegraph delivery news, Feb. 1958, p.11) © 1Feb58; KK132148.

Lower prices; new tape. Now save ... on these three super-strong Scotch brand magnetic tapes with polyester backings. (In Hi Fi & music review, Apr. 1958, p.16-17) © 15Mar58; KK134709.

The magnetic tape that can't be copied; Scotch brand magnetic tape 200. (In Hi-fi tape recording, Mar. 1958, p.4 of cover) © 1Feb58; KK133390.

Make professional looking stripes with Scotch brand masking tape. (Painting tip no.42) (In Popular science, Feb. 1958, p.58) © 31Jan58; KK132592.

Mend and decorate plastic inflatable toys with colorful Scotch plastic tape. (Home repair tip no.45) (In Popular science, May 1958, p.53) © 30Apr58; KK134708.

Mend cracked radiator hoses with a tight wrap of tough, waterproof Scotch 33 plastic electrical tape. (Home repair tip no.41) (In Farm journal, May 1958, p.77) © 19Apr58; KK134711.

Mend leaky plastic hose with tough, waterproof Scotch colored plastic tape. (Home repair tip no.44) (In Farm journal, Apr. 1958, p.114) © 22Mar58; KK134710.

Scotch brand tensilized double-play magnetic tape, a new tape that has everything. (In High fidelity magazine, Dec. 1957, p.10-11) © 1Nov57; KK133386.

Scotch brand's dry lubrication stops magnetic head wear; magnetic tapes. (In High fidelity, Apr. 1957, p.3 of cover) © 1Apr57; KK132214.

Seal in freshness and flavor of pies and baked goods with Scotch brand freezer tape. (Freezer tip no.43) (In Farm journal, Feb. 1958, p.134) © 25Jan58; KK132595.

Solved; end loss of resolution, reduce head wear. Scotch brand magnetic tapes. (In Hi-fi music at home, July-Aug. 1957, p.6) © 1Jul57; KK132818.

The spotless look; Scotchgard brand stain repeller. (In Women's wear daily, Oct. 22, 1957, p.9) © 22Oct57; KK132061.

The spotless look premiered by Forstmann and Zelinka Matlick; the spotless look ... Scotchgard brand stain repeller. (In Women's wear daily, Oct. 22, 1957, p.11) © 3M Co., a.k.a. Minnesota Mining & Manufacturing Co. (in notice: 3M Co.); 22Oct57; KK133497.

Spots may look lovely on a leopard, but now ... the spotless look; Scotchgard brand stain repeller. © 4Nov57; KK133392.

Sure hit for tape sales; here's the new magnetic tape. Scotch brand magnetic tape 200. (In High fidelity trade news, Dec. 1957, p.18-19) © 1Nov57; KK132822.

Sure hit for tape sales; this new magnetic tape. Scotch brand magnetic tape 200. (In High fidelity trade news, Jan. 1958, p.14) © 1Dec57 (in notice: 1958); KK132823.

Tape expert; Scotch brand magnetic tapes. [Endorsed by] Cliff Whenmouth. (In Hi-fi tape recording, Oct. 1957, p.4 of cover) © 1Sep57; KK133389.

Tape merchandising news; sure hit for tape sales. Scotch brand magnetic tape 200. (In Record & sound retailing, Feb. 1958, p.60-61) © 1Feb58; KK134715.

Tapes you can trust; Scotch brand magnetic tape. (In Radio & TV news, May 1958, p.139) © 25Apr58; KK134713.

3M automatic dispensing method speeds production; tapes 300 tops a minute; Scotch brand. (In Business week, Jan. 25, 1958, p.46-47) © 25Jan58; KK132215.

3M-matic taping and dispensing method goes to work; bundles 75 deals a minute; Scotch brand. (In Business week, Feb. 15, 1958, p.66-67) © 15Feb58; KK132217.

Tough; introducing two new long-wear Scotch brand instrumentation tapes; 148 for strength, 149 for length. (In Electronic industries, Dec. 1957, p.116) © 25Nov57; KK132821.

Twice as strong, plays twice as long; new 200 Scotch tensilized double play tape. (In High fidelity magazine, Jan. 1958, p.111) © 1Dec57; KK133391.

Watch tape sales jump with these Scotch brand Acro-Pets deals; cellophane tape. M-1 floor stand deal; L-1 counter display deal. (In McKesson profitunities, Feb. 1958, p.14) © 31Jan58; KK132593.

Which Scotch brand tape do you need today? Scotch brand masking tape, freezer tape, cellophane tape. (In Better homes & gardens, Feb. 1958, p.10) © 21Jan58; KK134712.

Which Scotch brand tape do you need today? Scotch brand plastic tape; masking tape; cellophane tape. (In The American home, Apr. 1958, p.77) © 20Mar58; KK133385.

Which tape type are you? Scotch brand extra play magnetic tape no.150 [and 4 other] tapes. (In Radio & TV news, Oct. 1957, p.116-117) © 25Sep57; KK132820.

Who's got the Scotch brand tape? Masking tape [and 2 other kinds] (In Better homes & gardens, Mar. 1958, p.12) © 20Feb58; KK132594.

Who's got the Scotch brand tape? Scotch cellophane tape. Man. (In The Saturday evening post, Mar. 29, 1958, p.85) © 29Mar58; KK133387.

Who's got the Scotch brand tape? Scotch cellophane tape. Woman. (In The Saturday evening post, Feb. 8, 1958, p.4) © 4Feb58; KK133388.

Why do these four tapes outsell all others? Scotch brand magnetic tape 190 [and 3 other] tapes. (In Official Catholic directory, May 1957, p.14F) © 15May57; KK133384.

Wrap personalized gift packages the easy 1-2 tape way; Scotch cellophane tape, gift wrap tape. (In The American weekly, Dec. 1, 1957, section 9, p.22) © 1Dec57; KK132216.

MIN-SUN TRADING CO. ©

Chinese Maid brand beef chop suey; Canton style. Net weight 9 ozs. avd. Appl. author: Lea Teck. © 16Oct57; KK133288.

MINTER, J. W. ©

Tiedots; a Tiedot locates the exact spot where your tie knot should be begun. © 15May58; KK134657.

MODERN AIDS, INC. ©

Edwards shows you how to spot reduce hips, thighs; the Vibra Slim home salon way. (In Syracuse herald-American, Apr. 13, 1958, p.53) © 13Apr58; KK133693.

Now you can exercise 3200 times a minute; amazing Vibra-Slim home-salon method. © 3Mar58; KK132354.

Now you can slenderize while you relax; ten wonderful days with Vibra-Slim are yours. © 3Mar58; KK132353.

MODERN ENGRAVING & MACHINE CO.

A guide to cylinder circumference and related diameters. NM: additions & revision. © General Gravure Service Co., a subsidiary of Modern Engraving & Machine Co.; 21Feb58; KK132678.

MOELLER MANUFACTURING CO., INC. ©

New extension type Turn-Tite, adjustable bailer plug. Appl. author: Richard L. Peterson. © 5Mar58; KK133061.

Snap-Tite adjustable beverage bottle stoppers; new sanitary twin-pack. Stock no.49. Appl. author: Richard L. Peterson. © 5Mar58; KK133060.

Snap-Tite, adjustable bottle stoppers; leakproof, sanitary. Stock no.49. Appl. author: Richard L. Peterson. © 10Feb58; KK132293.

MOLL, HARRY HERMAN. ©

Twirlee Whirlee; tantalizing, the Yo-Yo's newest rival. © 3Mar58; KK133776.

MOODY, JANET & ELLEN GRACE HAMER,

composing the partnership GLITTER BUG PRODUCTS CO. SEE Glitter Bug Products Co.

MOOG INDUSTRIES, INC. ©

Chassis chart. Moog makes a better part than the one it replaces. Issued Nov. 1957. Revised ed. Appl. author: Hubert Calmus Moog. © 24Feb58; KK134623.

MOORE (BENJAMIN) & CO. ©

Alkyd Sani-Flat, the flat wall paint you can use like a professional. (In Good housekeeping, Oct. 1957, p.150) Appl. author: Monroe F. Dreher, Inc. © 20Sep57; KK133254.

One coat house paint, the paint you use when you're the painter. (In Good housekeeping, Aug. 1957, p.26) Appl. author: Monroe F. Dreher, Inc. © 20Jul57; KK133255.

MOORE SALES CO. ©

Your smartest move. May I have your business card? Portrait stamp; business cards. Appl. author: Herman Edward Moore. © 24Sep57; KK131233.

MOORES (H. C.) CO. ©

However you cream your coffee, you'll love ... Pream. (In The Saturday evening post, Apr. 6, 1957, p.128) Appl. author: Benton & Bowles, Inc. © 4Apr57; KK131905.

However you cream your coffee, you'll love the fresh taste and the convenience of Pream. (In Look, June 25, 1957, p.122) Appl. author: Benton & Bowles, Inc. © 23Jun57; KK132015.

However you cream your coffee, you'll love the fresh taste and the convenience of Pream. Vanilla frosting. (In Look, June 25, 1957, p.104) Appl. author: Benton & Bowles, Inc. © 23Jun57; KK132404.

MORRELL (JOHN) & CO. ©

Already baked when you buy it; E-Z Cut fully cooked ham. (In Today's living (New York herald tribune), Mar. 30, 1958, p.5) Appl. author: Campbell-Mithun, Inc. © John Morrell & Co., General Offices; 30Mar58; KK133961.

Builds health, strength; Red Heart, the meat diet in 3 flavors. (In Chicago Sunday tribune, May 18, 1958, pt.8, p.55) Appl. author: Campbell-Mithun, Inc. © John Morrell & Co., Red Heart Division; 18May58; KK134437.

Day-after-day, chicken; for variety feed Red Heart; dog food. (In The Kansas City times, Jan. 16, 1958, p.15) Appl. author: Campbell-Mithun, Inc. © John Morrell & Co., Red Heart Division; 16Jan58; KK131686.

Free, 6 cans of Red Heart, the protein meat diet in 3 flavors; dog food. (In Atlanta journal & constitution, Feb. 2, 1958, p.11F) Appl. author: Campbell-Mithun, Inc. © John Morrell & Co., Red Heart Division; 2Feb58; KK132556.

Growing dogs thrive on Red Heart, the meat diet in 3 flavors. (In The Birmingham news magazine, Jan. 12, 1958, p.23) Appl. author: Campbell-Mithun, Inc. © John Morrell & Co., Red Heart Division; 12Jan58; KK132554.

Night-after-night, lobster; for variety feed Red Heart; dog food. (In Kansas City times, Jan. 30, 1958, p.13) Appl. author: Campbell-Mithun, Inc. © John Morrell & Co., Red Heart Division; 30Jan58; KK132555.

Red Heart invites you to live free for one whole year; dog food. (In Chicago Sunday tribune, Mar. 30, 1958, comics, p.10) Appl. author: Campbell-Mithun, Inc. © John Morrell & Co., Red Heart Division; 30Mar58; KK133743.

The same smoked bacon in the new blue package; Morrell Pride. (In Cleveland plain dealer pictorial magazine, Apr. 27, 1958, p.39) Appl. author: Campbell-Mithun, Inc. © 27Apr58; KK134360.

MORRIS (PHILIP) INC. ©

Philip Morris, the cigarette with a man's kind of mildness, presents Duke Handy. Bus stop. (In The Philadelphia inquirer, Apr. 5, 1958, comics) Appl. author: N. W. Ayer & Son, Inc. © 5Apr58; KK135006.

Philip Morris, the cigarette with a man's kind of mildness, presents Duke Handy. [Car barely missing 2 men on road] (In The Philadelphia inquirer, May 11, 1958, comics) Appl. author: N. W. Ayer & Son, Inc. © 10May58; KK135098.

Philip Morris, the cigarette with a man's kind of mildness, presents Duke Handy. [Garage scene] (In The Philadelphia inquirer, May 4, 1958, comics) Appl. author: N. W. Ayer & Son, Inc. © 3May58; KK135097.

MORRIS (PHILIP) INC. Cont'd.

Philip Morris, the cigarette with a man's kind of mildness, presents Duke Handy. [Gas station scene] (In The Philadelphia inquirer, Apr. 20, 1958, comics) Appl. author: N. W. Ayer & Son, Inc. © 19Apr58; KK135004.

Philip Morris, the cigarette with a man's kind of mildness, presents Duke Handy. [Man & woman watching TV] (In The Philadelphia inquirer, Apr. 27, 1958, comics) Appl. author: N. W. Ayer & Son, Inc. © 26Apr58; KK135003.

Philip Morris, the cigarette with a man's kind of mildness, presents Duke Handy. [Man carrying tool case, standing by road signs] (In The Philadelphia inquirer, Mar. 30, 1958, comics) Appl. author: N. W. Ayer & Son, Inc. © 29Mar58; KK135096.

Philip Morris, the cigarette with a man's kind of mildness, presents Duke Handy. [Man examining tire outside of] grille. (In The Philadelphia inquirer, May 25, 1958, comics) Appl. author: N. W. Ayer & Son, Inc. © 24May58; KK135100.

Philip Morris, the cigarette with a man's kind of mildness, presents Duke Handy. [Man talking on telephone while man watches] (In The Philadelphia inquirer, May 18, 1958, comics) Appl. author: N. W. Ayer & Son, Inc. © 17May58; KK135099.

Philip Morris, the cigarette with a man's kind of mildness, presents Duke Handy. [Policeman drawing gun on man standing over man lying on garage floor] (In The Philadelphia inquirer, Apr. 13, 1958, comics) Appl. author: N. W. Ayer & Son, Inc. © 12Apr58; KK135005.

MORTRUDE, WILLIAM E. ©

Expedico, fast-clean-smooth electric shave proficiency; electric shave expediter. © 14Mar58; KK133083.

MOTLOW, LEM, prop. JACK DANIEL DISTILLERY. SEE Daniel (Jack) Distillery.

MOULDED PRODUCTS, INC. ©

A tested, new, exclusive, safe, silent ride that is out of this world; Strat-O-Spring Harry Horses. Here is a new concept ... for hobby horses. King Harry no. 5870 [and 5 other] horses. © 22Feb58; KK132713.

MOUNT SINAI MEMORIAL-PARK ASSN. ©

Memorial record and guide. Appl. author: Forest Lawn Memorial-Park Assn. © 26Jul57; KK133949.
Memorial record and guide. Appl. author: Forest Lawn Memorial-Park Assn. NM: revision of next to last page. © 14Feb58; KK133950.

MURCHISON, KENNETH, KENNETH MURCHISON, JR. & JOHN L. TRACY, composing the partnership KENNETH MURCHISON & CO. SEE Murchison (Kenneth) & Co.

MURCHISON, KENNETH, JR., KENNETH MURCHISON & JOHN L. TRACY, composing the partnership KENNETH MURCHISON & CO. SEE Murchison (Kenneth) & Co.

MURCHISON (KENNETH) & CO.

Cargo insurance. [Man pointing at waterway; man reading paper at desk] (Insurance milestones) (In Dallas Athletic Club news, 1957, p.20) © Kenneth Murchison & Co., a partnership composed of Kenneth Murchison, Kenneth Murchison, Jr. & John L. Tracy; 4Dec57; KK131644.

Livestock mortality insurance. The Babylonian Talmud. (Insurance milestones) (In Dallas Athletic Club news, Mar. 1958, p.23) © Kenneth Murchison & Co., a partnership composed of Kenneth Murchison, Kenneth Murchison, Jr. & John L. Tracy; 5Mar58 (in notice: 1957); KK132808.

Marine insurance. They called insurance Assecuration. (Insurance milestones) (In Dallas Athletic Club news, 1957, p.22) © Kenneth Murchison & Co., a partnership composed of Kenneth Murchison, Kenneth Murchison, Jr. & John L. Tracy; 5Feb58 (in notice: 1957) KK132394.

MYZON, INC. ©

New improved Myzon formula helps stop laying slumps faster; improved Myzon poultry builder. © 23Oct57; KK132382.

New Myzon Giant Growth powder perfected by veterinarian cuts hog feeding time without changing feed. © 9Oct57; KK134290.

New, Myzon swine builder plus wormer helps stop pig setbacks. © 7Jan58; KK132755.

New Myzon with green speed-up; stops laying slumps faster; poultry builder. © 16Dec57; KK131180.

Now, scientific, tested Myzon stops laying slumps faster; poultry builder. Calf builder stops even white scours. (In Pennsylvania farmer, Nov. 9, 1957, p.3) © 9Nov57; KK132741.

Now, scientific, tested Myzon stops laying slumps faster; poultry builder. (In Farm Journal, Central ed., Nov. 1957, p.60A) © 25Oct57; KK132740.

Now, scientific, tested Myzon stops laying slumps faster; poultry builder; swine builder. (In The Ohio farmer, Nov. 2, 1957, p.15) © 2Nov57; KK132385.

N

NACHOWITZ, THEOPHILUS J., sole proprietor, ALAADEN CANDY CO. SEE Alaaden Candy Co.

NAME MAKER CORP. ©

Identify and date with Press N Stick home labeling kit, including special marking pen with Protecto ink. Complete kit with 75 colored labels. Appl. author: Elliot Low. © 12Mar58; KK133528.

York Key Minder; for keys you keep at home or business. Appl. author: Oscar Greene. © 13Mar58; KK133266.

NATIONAL AIRLINES, INC. ©

Coming soon; Super Star. (In Miami Beach sun, Apr. 29, 1958, p.4) Appl. author: Peter Finney. © 29Apr58; KK133869.

Coming soon, National Airlines' Jet Star. (In Miami Beach sun, Apr. 15, 1958, p.4) Appl. author: Peter Finney. © 15Apr58; KK133563.

Coming soon, National Airlines' Star Jet. (In Miami Beach sun, Apr. 22, 1958, p.3) Appl. author: Peter Finney. © 22Apr58; KK133695.

Portrait of a modern merchandiser; the gloves are off in the fight for America's disposable income. (In The Wall Street Journal, Mar. 21, 1958, p.5) Appl. author: Peter Finney. © 21Mar58; KK132965.

Win grand prize worth up to \$35,000; this fully furnished \$25,000 Florida home plus one year's salary. (In The Miami herald, Mar. 23, 1958, p.12-G) Appl. author: Peter Finney. © 22Mar58; KK132827.

NATIONAL ASSOCIATED MILLS, INC. ©

Appointment, the new seamless stockings that fit like mad. (In Vogue, Mar. 15, 1958, p.41) Appl. author: Leo Burnett Co., Inc. © 15Mar58; KK132807.

Appointment, the new seamless stockings that fit like mad. (In Vogue, May 1958, p.26) Appl. author: Leo Burnett Co., Inc. © 1May58; KK134740.

NATIONAL BISCUIT CO. ©

New, soda pop in a package that tastes like soda in a bottle; Bev, instant fizz drink. At last, mother. (In Evening news, Daytona Beach, Fla., Apr. 24, 1958, p.24) Appl. author: Ted Bates & Co., Inc. © 24Apr58; KK134073.

New, soda pop in a package that tastes like soda in a bottle; Bev, instant fizz drink. Note to mother. (In News Journal, Daytona Beach, Fla., Apr. 20, 1958, comics) Appl. author: Ted Bates & Co., Inc. © 20Apr58; KK134072.

NATIONAL CATTLEMEN'S COOPERATIVE.

Cattle management contract ... for calf purchase and maintenance. Appl. author: Missouri Cooperative Charter. NM: revisions. © National Cattlemen's Cooperative (in notice: National Cattlemen's Cooperative); 15Dec57; KK130996.

NATIONAL EXCHANGE CLUB. ©

A standout among club meeting plaques. Appl. author: Herold M. Harter. © 2May58; KK134808.

NATIONAL FOOD MARKETERS, INC. ©

Home Spot; 2 pre-cooked heat and serve deviled shrimp cakes. Net wt. 6 oz. © 4Feb58; KK134164.

NATIONAL LECITHIN, INC. ©

Amazing new Lecithin discovery believed to be pointing to ... ways of managing painful arthritic-like and rheumatic-like disorders. (Story of Lecithin, dietary food supplement) Appl. author: Ralph A. Goldenberg. © 20Jan58; KK131299.

NAUTICAL JEWELRY MANUFACTURING CO.

Your catch personalized ... sterling silver or 14 kt. gold jewelry; over 300 authentic reproductions of world's most popular fish. © Nautical Jewelry Manufacturing Co., owned by Paul, Rene & Richard Doumeng & Irving Howard; 25Nov57; KK131458.

NEIMAN-MARCUS. ©

A is for Air France, Arpege, and amour. (In Vogue) © 10Oct57; KK132230.

Add the sophistication of lustrous black to the sumptuousness of Russian sables ... for Christmas or the social season. (In The Dallas morning news, Nov. 10, 1957, pt.5, p.5) © 10Nov57; KK131659.

An announcement of great importance concerning an exceptional offering of custom made Canadian wild mink jackets. (In The Dallas morning news, Mar. 11, 1958, pt.4, p.1) © 11Mar58; KK133710.

B is for Baccarat crystal, and C is for Chateaufort. (In Vogue) © 10Oct57; KK132228.

- B is for Bianchini, brocade and beaute. (In Vogue) © 10ct57; KK131664.
- Beautiful renaissance; the mink cape-jacket. (In The Dallas morning news, Dec. 4, 1957, pt.4, p.1) © 4Dec57; KK131823.
- Black-dyed mink, N-M's gift of gifts for a sophisticate's Christmas. (In The Dallas morning news, Nov. 24, 1957, pt.5, p.5) © 24Nov57; KK131654.
- Black, the fur for vivid prints. (In The Dallas morning news, Feb. 9, 1958, pt.6, p.8) © 9Feb58; KK133717.
- C is for Chanel. (In Vogue) © 10ct57; KK132229.
- C is for Citroën, for connoisseurs; la celebre automobile. (In Vogue) © 10ct57; KK131665.
- F is for Facel Vega; fantastique. (In Vogue) © 10ct57; KK131666.
- F is for Roger Fare, Fenestrier, and French flair. (In Vogue) © 10ct57; KK132227.
- Find the fur of your dreams at 1/4 to 1/2 off. (In The Dallas morning news, Jan. 6, 1958, pt.4, p.12) © 6Jan58; KK131831.
- H is for Hachette, heroes and history at home; a world of reading, current and classic. (In Vogue) © 10ct57; KK131663.
- H is for Hermes accessories, Hennessy cognac, tete-a-tete. (In Vogue) © 10ct57; KK132226.
- I is for Ile de France, a ticket to romantic places via the French Line. (In Vogue) © 10ct57; KK131667.
- If you saw this N-M ad last week; 30 mink jackets and coats. (In The Dallas morning news, Jan. 27, 1958, pt.4, p.3) © 27Jan58; KK133719.
- If your hair is grey, sapphire mink is your fur. (In The Dallas morning news, Mar. 7, 1958, pt.4, p.16) © 7Mar58; KK133709.
- An incredible purchase in times like these; 30 mink jackets and coats. (In The Dallas morning news, Jan. 21, 1958, pt.4, p.4) © 21Jan58; KK133718.
- J is for Jerdy, a jolie Lesur fabric; K is for Korrigan-Lesur knitted fashions. (In Vogue) © 10ct57; KK132225.
- L is for L'Aiglon belts, and Lempereur pour les demoiselles, in Leonard fabrics. (In Vogue) © 10ct57; KK131669.
- L is for Larousse, French for learning, and the luxury of Lesur fabric. (In Vogue) © 10ct57; KK131668.
- Look at the n-m furs for 795.00 and under. (In The Dallas morning news, Jan. 15, 1958, pt.4, p.12) © 15Jan58; KK131828.
- Lutetia mink is the fur so universally becoming. (In The Dallas morning news, Feb. 27, 1958, pt.4, p.1) © 27Feb58; KK133716.
- A mink stole is always in season. (In The Dallas morning news, Feb. 18, 1958, pt.4, p.3) © 18Feb58; KK133715.
- A mink stole is always in season. (In The Houston post, Feb. 13, 1958, section 2, p.3) © 13Feb58; KK133707.
- Multiple choice; quiz on N-M furs. (In The Dallas morning news, Dec. 22, 1957, pt.6, p.6) © 22Dec57; KK131826.
- N-M's most magnificent treasure chest; Tourmaline mink. (In The Dallas morning news, Nov. 18, 1957, pt.4, p.3) © 18Nov57; KK131655.
- Neiman-Marcus announces new lower prices on stoles in royal pastel mink and sapphire mink. (In The Dallas morning news, Mar. 27, 1958, pt.4, p.3) © 27Mar58; KK133712.
- New and further reductions in our annual fur sale; 40% to 50% off. (In The Dallas morning news, Feb. 3, 1958, pt.4, p.1) © 3Feb58; KK131820.
- No man can go wrong on this mink shade; Lutetia mink. (In The Dallas morning news, Dec. 8, 1957, pt.5, p.5) © 8Dec57; KK132695.
- O is for Orlane, Orly, Orcel, mais oui. (In Vogue) © 10ct57; KK131670.
- Once a year, a Neiman-Marcus fur sale; 1/4 to 1/2 off. (In The Dallas morning news, Jan. 2, 1958, pt.4, p.1) © 2Jan58; KK131827.
- Only 395.00 traps a beautiful Canadian beaver. (In The Dallas morning news, Nov. 7, 1957, pt.4, p.3) © 7Nov57; KK131656.
- The opera's opening scene; your grand entrance made grander by one of N-M's small mink shoulderlets. (In The Dallas morning news, Apr. 7, 1958, pt.4, p.3) © 7Apr58; KK133713.
- P is for Paris and mes deux amours; Porthault linen, Pommeroy champagne. (In Vogue) © 10ct57; KK131671.
- Pack it in inches, dance into Acapulco without pressing; this vivid new nylon chiffon is flowery. (In The Dallas morning news, Feb. 5, 1958, pt.4, p.14) © 5Feb58; KK131830.
- Pick her best color and give her an N-M mink stole. (In The Dallas times herald, Nov. 15, 1957, pt.8, p.1) © 15Nov57; KK131657.
- Q is for la qualite of the Cresca products. Petis Pois a la Rochambeau [and other products] (In Vogue) © 10ct57; KK131672.
- R is for Renault, and Rodier fabric on the Rue de Rivoli. (In Vogue) © 10ct57; KK132224.
- S is for Lockheed's Super Starliner, savoir-faire and La Seine. (In Vogue) © 10ct57; KK131673.
- The sale that happens once a year; n-m furs, 1/3 to 1/2 off. (In The Dallas times herald, Jan. 8, 1958, pt.8, p.1) © 8Jan58; KK131829.
- Season's-end sale of n-m furs. (In The Dallas morning news, Apr. 8, 1958, pt.4, p.2) © 8Apr58; KK133714.
- A showing of new pastel minks. (In The Dallas morning news, Mar. 19, 1958, pt.4, p.3) © 19Mar58; KK134733.
- The soft, supple, lightweight skins ... of our dyed Russian squirrel are beautiful evidence. (In The Dallas times herald, Dec. 16, 1957, p.2-B) © 16Dec57; KK131822.
- Spring is the season for royal pastel mink. (In The Dallas morning news, Jan. 30, 1958, pt.4, p.2) © 30Jan58; KK131821.
- T is for Trellis by Rodier, and Tricosa knits; touche. (In Vogue) © 10ct57; KK132257.
- Tell her she's beautiful or charming; there is no more royal raiment than N-M's bleached white mink. (In The Dallas morning news, Dec. 11, 1957, pt.4, p.3) © 11Dec57; KK131825.
- There is the actor's actor ... this full length coat of rarest Labrador wild mink. (In The Dallas morning news, Nov. 4, 1957, pt.4, p.1) © 4Nov57; KK131658.
- This happy assortment of wives has already found N-M Christmas mink jackets hidden in the hall closet. (In The Dallas morning news, Nov. 13, 1957, pt.4, p.1) © 13Nov57; KK131660.
- U is for ultra Uti watches, unique jewels from France. (In Vogue) © 10ct57; KK131674.
- V is for a visit chez Antoine, et voila; and V is for Vitapointe, the creme hairdress. (In Vogue) © 10ct57; KK131675.
- V is for Vercel fabric in Baker clothes; vive la France. (In Vogue) © 10ct57; KK132258.
- What makes an N-M gift so special? Ingenuity. This ... can turn even N-M mink into something even more wonderful. (In The Dallas morning news, Dec. 1, 1957, pt.6, p.8) © 1Dec57; KK131824.
- Where in the world will an N-M jacket go this spring? (In The Dallas morning news, Mar. 4, 1958, pt.4, p.1) © 4Mar58; KK133711.
- The world's most fabulous Christmas gift, a full-length coat of N-M mink. (In The Dallas morning news, Nov. 20, 1957, pt.4, p.3) © 20Nov57; KK131661.
- X marks the spot for American Express, the world's finest travel service. (In Vogue) © 10ct57; KK131676.
- Young ideas are in fashion; ideas like ... white furs. (In The Dallas morning news, Mar. 28, 1958, pt.4, p.1) © 28Mar58; KK133708.
- NESTLE CO., INC. ©
- Al Capp's corner with Reddy. Ever-Ready cocoa; milk chocolate. (In Metro Sunday comics (New York news), Feb. 9, 1958, p.9) Appl. author: McCann-Erickson, Inc. © Nestle Co. (in notice: Nestle Co., Inc.); 9Feb58; KK134557.
- Chocolaty Nestle's Quik gets youngsters to drink more milk and love it. (In Life, Oct. 28, 1957, p.137) Appl. author: McCann-Erickson, Inc. © Nestle Co. (in notice: Nestle Co., Inc.); 24Oct57; KK134554.
- Don't put the cocoa away after breakfast; hot Nestle's is a full-time family affair. EverReady sweet milk cocoa. (In Life, Feb. 3, 1958, p.78-79) Appl. author: McCann-Erickson, Inc. © 30Jan58; KK132377.
- 15¢ off, and you get real percolated flavor; instant coffee. (In Santa Barbara news-press, Santa Barbara, Calif., Sept. 25, 1957, p.B-6) Appl. author: McCann-Erickson, Inc. © 25Sep57; KK131770.
- Greatest invention since the telephone; new self-brewing coffee, Nescafe instant coffee. [Endorsed by] Don Ameche. (In Columbus evening dispatch, Nov. 18, 1957, p.13A) Appl. author: Bryan Houston, Inc. © 18Nov57; KK131174.

NESTLE CO., INC. Cont'd.

Here's a new kind of halo all teens can acquire; real Toll House cookies made with Nestle's semi-sweet chocolate morsels. (In Seventeen, Apr. 1957, p.134) Appl. author: McCann-Erickson, Inc. © 1Apr57; KK134618.

Instant coffee has real percolated flavor; 100% pure coffee, delicious any strength you make it. (In Reading eagle, Reading, Pa., June 19, 1957, p.32) Appl. author: McCann-Erickson, Inc. © 19Jun57; KK131333.

Instant coffee has real percolated flavor; perfect coffee, any strength you like it. (In Jamestown post-journal, Jamestown, N. Y., Jan. 24, 1957, p.20) Appl. author: McCann-Erickson, Inc. © 24Jan57; KK131331.

Last call; send today for this hot 'n' cold insulated bag; instant coffee. (In New York Journal-American, May 16, 1957, p.18) Appl. author: McCann-Erickson, Inc. © 16May57; KK131769.

Milk loves youngsters and youngsters really love milk when you fix it with Nestle's Quik, it's instant; delicious chocolate flavor. (Make milk disappear with chocolatey Nestle's Quick [i.e. Quik]) (In Life, Nov. 11, 1957, p.68) Appl. author: McCann-Erickson, Inc. © Nestle Co. (in notice: Nestle Co., Inc.); 7Nov57; KK134558.

Morsels of interest from the Nestle test kitchen; 3 to make ready. Spring 1958. Milk chocolate, Quik [and 4 other products] Appl. author: McCann-Erickson, Inc. © 29Apr58; KK134091.

New giant size, 30¢ off; instant coffee. (In The Philadelphia inquirer, Dec. 12, 1957, p.18) Appl. author: McCann-Erickson, Inc. © 12Dec57; KK131335.

New Nescafe coffee brews delicious fresh-roasted flavor and aroma right in your cup. (In Good house-keeping, June 1958, p.143) Appl. author: Bryan Houston, Inc. © 20May58; KK134689.

Now 15¢ off; instant coffee. Great coffee, great news. (In Santa Barbara news-press, Santa Barbara, Calif., Oct. 2, 1957, p.A-10) Appl. author: McCann-Erickson, Inc. © 20Oct57; KK131771.

Now 15¢ off; instant coffee. (In The Detroit news, May 28, 1957, p.15) Appl. author: McCann-Erickson, Inc. © 28May57; KK131332.

Real percolated flavor; instant coffee. (In The Evening bulletin, Philadelphia, Sept. 12, 1957, p.34) Appl. author: McCann-Erickson, Inc. © 12Sep57; KK131329.

7 holiday treats for your family from all over the world; semi-sweet chocolate morsels. Marshmallow cream fudge [and 6 other recipes] (In Better homes & gardens, Dec. 1957, p.90-91) Appl. author: McCann-Erickson, Inc. © Nestle Co. (in notice: Nestle Co., Inc.); 19Nov57; KK134556.

Strong? Medium? Mild? Have it your way. Instant coffee. (In The Evening bulletin, Philadelphia, Sept. 5, 1957, p.23) Appl. author: McCann-Erickson, Inc. © 5Sep57; KK131334.

Strong, medium, mild; instant coffee. (In The Evening bulletin, Philadelphia, Sept. 19, 1957, p.38) Appl. author: McCann-Erickson, Inc. © 19Sep57; KK131330.

10 extra cups free; Nescafe, instant coffee. (In The Miami news, Mar. 5, 1958, p.6C) Appl. author: Bryan Houston, Inc. © 5Mar58; KK133081.

You never have to call them twice for delicious, chocolatey Nestle's Quik 'n milk. (In Life, Oct. 14, 1957, p.49) Appl. author: McCann-Erickson, Inc. © Nestle Co. (in notice: Nestle Co., Inc.); 10Oct57; KK134555.

NEW ENGLAND TAP CO., INC. ©

Are you buying too many taps? Cromclad taps. (In Metalworking, May 1958, p.64) © 25Apr58; KK135932.

For 65 years, the folks up at Pass & Seymour ... have taken great pride in producing precision-made wiring devices; Cromclad taps. P & S no.1413 [and 3 other styles] (In Metalworking, Mar. 1958, p.76) © 25Feb58; KK133289.

2 big points concerning policy on Cromclad taps. (In Metalworking, Jan. 1958, p.29) © 25Dec57 (in notice: 1958); KK131743.

NEW ROCHELLE TOOL CORP. ©

Super power dielectric heater; Thermatool. Rayon dryer. Appl. author: Herman C. Morris. © 28May58; KK134754.

NEW YORK LIFE INSURANCE CO. ©

Should your child be a scientist? By Edward Teller. (In Life, Apr. 21, 1958, p.76-77) © 17Apr58; KK133889.

Should your child be a secretary? By Clare H. Jennings. (In The Saturday evening post, Mar. 15, 1958, p.90-91) © 11Mar58; KK132972.

Should your child be a traffic manager? By George P. Baker. (In Life, Nov. 25, 1957, p.82-83) Appl. author: Compton Advertising, Inc. © 21Nov57; KK131091.

NEWMAN, W. F. ©

Gingo records, featuring stars of radio, stage, television. X-124A. © 15Mar58; KK133494.

Zomba records featuring popular stars of the Southland. X-142A. © 15Mar58; KK133293.

NEWS SYNDICATE CO., INC. ©

Four doctors. Daily news, New York's picture newspaper. No.1-58. Appl. author: Cunningham & Walsh, Inc. © 3Feb58; KK132552.

Super-market grapefruit scene. Daily news, New York's picture newspaper. No.2-58. Appl. author: Cunningham & Walsh, Inc. © 18Feb58; KK132551.

NIAGARA THERAPY MANUFACTURING CORP. ©

Cyclo-Massage, a new concept in dynamic physiotherapy. (In Medical economics, Mar. 3, 1958, p.149) © 3Mar58; KK134243.

Cyclo-Massage gives me a gentle reviving workout. You bet, says Carmen Basilio. (In The Ring, Mar. 1958, p.3) © 1Feb58; KK132812.

Here's the exciting news on how Niagara at-home slenderizing tones your skin while it slims you down. (In Harper's bazaar, May 1958, p.142) © 1May58; KK132244.

I predict my earnings for 1958 will be \$20,000; as a Niagara salesman. Clifford G. Tipp. (In Popular mechanics, Mar. 1958, p.75) © 1Mar58; KK132811.

If enjoyment of your material success can be increased; Niagara Cyclo-Massage helps relieve tension and fatigue. (In Newsweek, Mar. 10, 1958, p.9) © 5Mar58; KK134242.

Massage in its most highly developed form is Niagara Cyclo-Massage. Leisure lounges. (In Medical economics, Oct. 1957, p.35) © 10Oct57; KK131190.

A medically-proved drug-free way to help ease tension, relieve pain, ease fatigue; the incomparable Niagara Thermo-Cyclopad heat-massage set. (In Ladies' home journal, Oct. 1957, p.137) © 24Sep57; KK131191.

Niagara at-home slenderizing tones skin, subtracts inches and pounds; Cyclo-Massage. (In Vogue, May, 1958, p.117) © 1May58; KK134560.

Picture of me absorbing an indescribable feeling of well-being through my Niagara living lounge chair. [Endorsed by] Bess Myerson. Cyclo-Massage. © 21Feb58; KK132486.

Science scores again; this time with Cyclo-Massage to help in the treatment of athletic injuries. (In Scholastic coach, Feb. 1958, p.41) © 1Feb58; KK132813.

NICOLAY, JOHN G.

Abraham Lincoln: a history. SEE Kingsport Press, Inc.

NICOLSON FILE CO. ©

They're all the same to Magicut, Nicholson's new all-purpose machinist's file. (In Mill & factory, Oct. 1957, p.289) Appl. author: N. W. Ayer & Son, Inc. © 10Oct57; KK133059.

NON-CORROSIVE BATTERY WASHER CO.

Banish the mess that steals battery power; NoCo battery post washers. © M. V. Robinson d.b.a. Non-Corrosive Battery Washer Co.; 14Feb58; KK132106.

NOPCO CHEMICAL CO. ©

Nopco announces a new Micratized vitamin A; Nopcoay type V. (In Feed age, Jan.-Feb. 1958) Appl. author: Gray & Rogers Advertising. © 27Dec57 (in notice: 1958); KK131013.

NORCROSS, INC. ©

Bright eyes. 10 notes and envelopes. (Signature notepaper, 59SN130) © 22Jan58; KK132904.

Floral greeting; hello. 10 notes and envelopes. (Signature notepaper, 59SN127) © 20Feb58; KK132902.

Flower basket. 10 notes and envelopes. (Signature notepaper, 59SN133) © 20Feb58; KK132907.

A friendly hi. 10 notes and envelopes. (Signature notepaper, 59SN131) © 22Jan58; KK132905.

Here's another big promotion of Norcross greeting cards; Kittens. (In Geyer's dealer topics, Feb. 1958, p.38-39) Appl. author: Young & Rubicam, Inc. © 25Jan58; KK132243.

How do you like your greeting cards? (In Life, Jan. 13, 1958, p.87) Appl. author: Young & Rubicam, Inc. © 9Jan58; KK132248.

Miss Forget-me-not. 10 notes and envelopes. (Signature notepaper, 59SN132) © 20Feb58; KK132906.

- New from Norcross; an American Beauty Rose promotion to boost your greeting card profits. (In Geyer's dealer topics, Apr. 1958, p.36-37) Appl. author: Young & Rubicam, Inc. © 25Mar58; KK134426.
- Norcross valentines say the things you want to say; greeting cards. (In Life, Feb. 3, 1958, p.43) Appl. author: Young & Rubicam, Inc. © 30Jan58; KK132242.
- Pleasant hours. 10 notes and envelopes. (Signature notepaper, 59SN128) © 22Jan58; KK132903.
- Violet melody. 10 notes and envelopes. (Signature notepaper, 59SN126) © 20Feb58; KK132901.
- Whatever be that special day; greeting cards. Topaz, Snowball, Inky. (In Life, Mar. 10, 1958, p.103) Appl. author: Young & Rubicam, Inc. © 6Mar58; KK133914.
- NORDBERG MANUFACTURING CO. ©**
Gang tamper. Bulletin 278. © 5Feb58; KK133036.
- Line indicator; Mechanical Muscles. Bulletin 282. © 1Apr58; KK133734.
- Nordberg presents its new Trak-Surfacers. Bulletin P. 38. © 4Feb57; KK131276.
- Self-propelled model CZ Adzer, a one-man machine with greater power to speed adzing. Bulletin 276. © 1Aug57; KK131277.
- Tamping power jack raises track and tamps ties to hold raise. Bulletin 277. NM: additions. © 7Oct57; KK131275.
- NORMAN, CRAIG & KUMMEL, INC. ©**
Empathy in action for the Pabst Brewing Company; advertising agency. (In Fortune, Nov. 1957, p.17) © 29Oct57; KK131319.
- NORRIS, INC. ©**
Full Dress magic soft centers; exquisite candies. Swiss milk and dark chocolates. One pound net. Appl. author: Blanche R. Henderson. © 1Sep57; KK133567.
- NORSAN PRODUCTS, INC. ©**
Deck-O-Scent; pull only 1/3 ... deodorizer out of envelope every other week. Appl. author: Francis H. Ryser. © 14Jul54; KK130964.
- NORTH AMERICAN VAN LINES, INC. ©**
Alex Dreier, NBC-Monitor's man on the go, tells the best route to a new home. McCall's. Appl. author: Applegate Advertising Agency, Inc. © 16Apr58; KK134277.
- I went to Fort Wayne, Indiana, to cover the thrilling story of people on the go, by Alex Dreier. (In Coronet, Mar. 1958, p.123-130) Appl. author: Applegate Advertising Agency, Inc. © 18Feb58; KK132402.
- Moving? Remember these 3 musts for a happy move. (In Sunset, June 1958, p.15) Appl. author: Applegate Advertising Agency, Inc. © 26May58; KK134978.
- NORTHEASTERN POULTRY COOPERATIVE ASSN., INC. ©**
Eggs. Institutional and steamship supply division distributors. Appl. author: Berwyn B. Gehgan. © 3Jan58 (in notice: 1957); KK132922.
- Lightly salted sweet cream butter. 1/4 lb. net. Appl. author: Berwyn B. Gehgan. © 10Mar58; KK133984.
- NORTHERN ILLINOIS GAS CO. ©**
Penny Flame says: Saving you money is my job; I'll save you \$85 a year when you use modern gas appliances in your kitchen and laundry. (In Chicago daily news, Mar. 22, 1957, p.44) © 22Mar57; KK135031.
- NORTHERN INDIANA PUBLIC SERVICE CO. ©**
Merry Christmas everybody. Peppy Flame. (In The Hammond times, Hammond, Ind., Dec. 24, 1957) © 24Dec57; KK130962.
- NORTHWEST PAPER CO. ©**
Northwest pedigreed papers always make good printing better. Calendar, 1958. Mountie & guide in troubled water. © 29Nov57; KK130963.
- Northwest pedigreed papers always make good printing better; this memo pad features Carlton bond. Mountie & logging train. © 27Jan58; KK132128.
- Northwest pedigreed papers always make good printing better; this memo pad features Carlton bond. Mountie & stagecoach. © 31Dec57 (in notice: 1958); KK131760.
- Northwest pedigreed papers always make good printing better; this memo pad features Carlton bond. Mountie leading wagon train. © 26Feb58; KK132964.
- Northwest pedigreed papers always make good printing better; this memo pad features Carlton bond. Mountie with Bible. © 27Mar58; KK134052.
- Northwest pedigreed papers always make good printing better; this memo pad features Carlton bond. Mountie with Indian & canoe at river. © 30Apr58; KK134750.
- Northwest pedigreed papers always make good printing better; this memo pad features Carlton bond. Mountie with woman churning butter. © 26May58; KK135109.
- NORWICH PHARMACAL CO. ©**
Introducing Nebs, the shortest distance between you and pain relief. Woman. (In Sunday news, New York, coloroto magazine, Jan. 26, 1958, p.15) Appl. author: Foote, Cone & Belding. © 26Jan58; KK131987.
- Nebs is news; the shortest distance between you and headache relief. 5-figure strobe; woman. (In Sunday news, New York, Feb. 9, 1958, magazine section, p.43) Appl. author: Foote, Cone & Belding. © 9Feb58; KK132381.
- Nebs is news; the shortest distance between you and headache relief. (In Life, Jan. 6, 1958, p.49) Appl. author: Foote, Cone & Belding. © 2Jan58; KK131582.
- Nebs, now available in handy pocket-size unit; pain reliever. 9 pack. (In American druggist, Apr. 7, 1958, p.65) Appl. author: Foote, Cone & Belding. © 7Apr58; KK134013.
- NOVELTY MANUFACTURING CO., INC. ©**
Whirlwind springy plastic bike streamers. Appl. author: Sol H. Burger. © 15Aug57; KK131604.
- NOVELTY PRINTING.**
It's easy to roll up your toothpaste tube with Squeeze-it key. © Nathan LaVerne d.b.a. Novelty Printing; 8Jul57; KK131606.
- NUCLEAR-CHICAGO CORP. ©**
d/M-gauge for rapid field determination of moisture content and density. Appl. author: James P. Aldworth. © 13Nov57; KK133744.
- NUTRITIONAL QUALITY CONTROLS, INC. ©**
For 25¢, I bought two rosy cheeks for my child; Dr. Parker's Kapsolvs for children, a dietary supplement. Key no.A-66. (In The Pittsburgh press, Apr. 13, 1958, p.16) © 13Apr58; KK134080.
- For 25¢, I bought two rosy cheeks for my child; Dr. Parker's Kapsolvs for children, a dietary supplement. Key A-67. (In The Pittsburgh press, Apr. 13, 1958, p.16) NM: addition of man's & woman's formula. © 13Apr58; KK134081.
- How a mother's innocent mistake kept her child pale and tired for years. Dr. Parker's Kapsolvs for children, a dietary supplement. Key A-83. (In American weekly, May 11, 1958) © 11May58; KK134731.
- NUTRITIONAL SERVICE, INC. ©**
Sta-Fit; for weight reduction and control; for nutritional supplement. 16 ounces. Appl. author: Ettinger Advertising Agency. © 7Feb58; KK132026.
- NU-VIE PRODUCTS, INC. ©**
Make your bath a spa at home; Vita-Bath, bath gelee with vitamins. Appl. author: Betty Anne Shone. © 10Apr58; KK133899.
- The ultimate in bathing luxury; Vita-Bath, bath gelee with vitamins. Appl. author: Betty Anne Shone. © 10Apr58; KK133898.
- OCEANARIUM, INC. d.b.a. MARINELAND OF THE PACIFIC.** SEE Marineland of the Pacific.
- OHIO FORESTRY ASSN., INC. ©**
Ohio grown. Member Ohio Christmas Tree Growers Council. © 1Dec57; KK131911.
- OHIO NUT & BOLT CO. ©**
There's no more profit rustling in these parts; arrest ... with Ohio RN weld nuts. Bulletin 584. Appl. author: John Thomas Doheny. © 17Apr58; KK133699.
- OHIO OIL CO. ©**
A double-barreled bonus for midwest motorists; Marathon Mile-maker, Marathon Super-M. (In The South Bend tribune, South Bend, Ind., Mar. 19, 1957, p.7) Appl. author: N. W. Ayer & Son, Inc. © 19Mar57; KK131524.
- Have you tried Marathon's new double-barreled bonus? Two advanced new gasolines; Marathon Super-M, Marathon Mile-maker. (In The South Bend tribune, South Bend, Ind., Apr. 2, 1957, p.2) Appl. author: N. W. Ayer & Son, Inc. © 2Apr57; KK131526.
- Here's a real double-barreled bonus for all motorists; two advanced new gasolines. Marathon Mile-maker; Marathon Super-M. (In The South Bend tribune, South Bend, Ind., Apr. 16, 1957, p.3) Appl. author: N. W. Ayer & Son, Inc. © 16Apr57; KK131527.
- New double-barreled bonus; two advanced new gasolines. Marathon Super-M; Marathon Mile-maker. [Man & attendant by gas pumps] (In The South Bend tribune, South Bend, Ind., Apr. 30, 1957, p.20) Appl. author: N. W. Ayer & Son, Inc. © 30Apr57; KK131530.
- New double-barreled bonus; two advanced new gasolines. Marathon Super-M; Marathon Mile-maker. Target. (In The South Bend tribune, South Bend, Ind., Mar. 26, 1957, p.20) Appl. author: N. W. Ayer & Son, Inc. © 26Mar57; KK131525.

OHIO OIL CO. Cont'd.

New Smile-maker service; you smile or we pay your bill; Marathon. (In The South Bend Tribune, South Bend, Ind., Sept. 24, 1957, p.7) Appl. author: N. W. Ayer & Son, Inc. © 24Sep57; KK131529.

Super-M gasoline; power tonic for today's cars. Marathon. [Letter M] (In The Louisville times, Feb. 24, 1958, p.12) Appl. author: N. W. Ayer & Son, Inc. © 24Feb58; KK133480.

Super-M gasoline; power tonic for today's cars. Marathon. [Letter M; man driving car] (In The Toledo times, Mar. 4, 1958, p.2) Appl. author: N. W. Ayer & Son, Inc. © 4Mar58; KK133481.

Super-M gasoline; power tonic for today's cars. Marathon. [Two men carrying letter] M. (In Illinois State Journal, Mar. 11, 1958, p.18) Appl. author: N. W. Ayer & Son, Inc. © 11Mar58; KK133479.

Yours with new Smile-maker service; guaranteed radiator protection; Marathon. (In The South Bend Tribune, South Bend, Ind., Oct. 15, 1957, p.5) Appl. author: N. W. Ayer & Son, Inc. © 15Oct57; KK131528.

OHRBACH'S, INC. ©

The big day's Thursday; that's when Ohrbach's stages a fashion revolution with a great fashion show. (In The New York times, Mar. 16, 1958, p.55) Appl. author: Doyle Dane Bernbach, Inc. © 16Mar58; KK133044.

Darling, it's beautiful. Choose clothes and accessories at Ohrbach's. (In The New York times, Mar. 9, 1958, p.55) Appl. author: Doyle Dane Bernbach, Inc. © 9Mar58; KK133042.

Don't let anything keep you from going; if you thought the values were terrific ... wait till you see ... Ohrbach's great 1958 Clearaway. (In The New York times, Jan. 8, 1958, p.15) Appl. author: Doyle Dane Bernbach, Inc. © 8Jan58; KK131376.

Don't say we didn't tell you; dollar days start tomorrow at Ohrbach's Wilshire. (In Los Angeles times, Feb. 19, 1958, pt. 2, p.2) Appl. author: Doyle Dane Bernbach, Inc. © 19Feb58; KK132356.

Even I couldn't get it for less; Christmas gifts for the entire family. (In The Newark star-herald, Dec. 13, 1957, p.11) Appl. author: Doyle Dane Bernbach, Inc. © 13Dec57; KK131499.

First fur Clearaway starts tomorrow 10:15 a.m. (In The New York times, Jan. 15, 1958, p.10) Appl. author: Doyle Dane Bernbach, Inc. © 15Jan58; KK131377.

He's been a living doll since I started shopping at Ohrbach's. (In The New York times, Mar. 30, 1958, p.51) Appl. author: Doyle Dane Bernbach, Inc. © 30Mar58; KK133997.

Hey, dad, yours in in the other box. A belt, plus a tie. What a haul for Father's Day. (In Newark evening news, Newark, N. J., June 3, 1958, p.13) Appl. author: Doyle Dane Bernbach, Inc. © 3Jun58; KK135066.

I found out about Joan; of course, she does dress divinely. (In The New York times, Mar. 2, 1958, p.55) Appl. author: Doyle Dane Bernbach, Inc. © 2Mar58; KK132355.

I want them to see how smart you really are; the most beautiful clothes. (In The New York world-telegram & sun, Apr. 9, 1958, p.13) Appl. author: Doyle Dane Bernbach, Inc. © 9Apr58; KK133996.

I'm so h-a-a-a-ppy. But it was Billy who started it, and it was his idea to get my gift at Ohrbach's. (In The New York times, Apr. 27, 1958, p.55) Appl. author: Doyle Dane Bernbach, Inc. © 27Apr58; KK134131.

Like hitting the jackpot, the money you'll save on Newark days at Ohrbach's. (In Newark evening news, Apr. 23, 1958, p.27) Appl. author: Doyle Dane Bernbach, Inc. © 23Apr58; KK134607.

The newest dresses from Paris and Italy: the 1958 chemise-plus. (In The New York times, Mar. 23, 1958, p.72-73) Appl. author: Doyle Dane Bernbach, Inc. © 23Mar58; KK133046.

We're back from Paris and Italy; tomorrow see a fashion revolution at Ohrbach's. (In The New York times, Mar. 19, 1958, p.15) Appl. author: Doyle Dane Bernbach, Inc. © 19Mar58; KK133043.

We're loaded with campwear bargains. (In The New York times, May 4, 1958, p.57) Appl. author: Doyle Dane Bernbach, Inc. © 4May58; KK134606.

OKONITE CO. ©

Splicing & terminating kits. Price list 581. January 1, 1958. © 17Mar58; KK134950.

OLD CHARTER DISTILLERY CO. ©

Confused about quality? Kentucky straight bourbon whiskey. Appl. author: Bill Wilson. © 15Aug57; KK131050.

Growing old together; Kentucky straight bourbon whiskey. Appl. author: Claude M. Stafford. © 15Aug57; KK131045.

Head and shoulders above the rest; Kentucky straight bourbon whiskey. Appl. author: Bill Wilson. © 15Aug57; KK131048.

Nice going down; Kentucky straight bourbon whiskey. Appl. author: Claude M. Stafford. © 15Aug57; KK131052.

Nobody challenges Old Charter; Kentucky straight bourbon whiskey. Appl. author: Claude M. Stafford. © 15Aug57; KK131051.

The whiskey that didn't watch the clock; Kentucky straight bourbon whiskey. Appl. author: Claude M. Stafford. © 15Aug57; KK131046.

OLD ENGLISH CO. ©

A dog's best friend is Old English, now in a bright new label. Cat food. (In San Francisco progress, Apr. 3, 1958) © 3Apr58; KK133607.

OLIN MATHIESON CHEMICAL CORP. ©

Don't want any more; extra vitamins can help. (In Life, Feb. 17, 1958, p.127) Appl. author: Cunningham & Walsh, Inc. © E. R. Squibb & Sons, a division of Olin Mathieson Chemical Corp.; 11Feb58; KK132102.

How to live with a sweet tooth and love it; Sweeta, Squibb no-calorie concentrated sweetener. (In Ladies' home journal, June 1958, p.95) Appl. author: Cunningham & Walsh, Inc. © E. R. Squibb & Sons, a division of the Olin Mathieson Chemical Corp.; 22May58; KK134484.

In the city of Bagdad lived Hakeem, the wise one. Scroll. (In Ladies' home journal, Apr. 1958, p.26) Appl. author: Cunningham & Walsh, Inc. © E. R. Squibb & Sons, a division of the Olin Mathieson Chemical Corp.; 27Mar58; KK133411.

It's here; Sweeta, Squibb no-calorie, concentrated sweetener. (In Good housekeeping, May 1958, p.213) Appl. author: Cunningham & Walsh, Inc. © E. R. Squibb & Sons, a division of the Olin Mathieson Chemical Corp.; 17Apr58; KK133644.

One hundred years ago anaesthetic ether was the new miracle drug of the day. Centennial seal. (In Life, Jan. 20, 1958, p.6) Appl. author: Cunningham & Walsh, Inc. © E. R. Squibb & Sons, a division of Olin Mathieson Chemical Corp.; 15Jan58; KK131201.

This packaging expert puts products in motion; Cellophane. © 5Mar58; KK132944.

This packaging expert puts products in motion; cellophane. (In News-week, May 12, 1958, p.78) © 7May58; KK134106.

This packaging expert puts products in motion; Olin cellophane specialists help speed production. (In Fortune, Jan. 1958, p.4 of cover) © 31Dec57 (in notice: 1958); KK131000.

OLSON, AUGUST. ©

For sale, patent rights ... of modern two piece self-wedging automatic locking concrete column clamp-template. (In Daily construction news, Chicago, Mar. 8, 1958, p.8) © 13Mar58; KK132928.

OLSON, HAROLD E. ©

Liftrix, hoist attachment. Model-A. © 23Jan58; KK132172.

OLSON RUG CO. ©

84th annual June sales. Broadloom; padding included. (In Chicago daily tribune, June 2, 1958, pt.2, p.3) Appl. author: Paul Winking. © 2Jun58; KK134835.

84th annual June sales. Broadloom; tweed. (In Chicago sun-times, June 2, 1958, p.13) Appl. author: Paul Winking. © 2Jun58; KK134836.

ONEIDA, LTD. ©

Beautiful Ballad; newest pattern in Community, the finest silverplate. (In The New Yorker, Nov. 2, 1957, p.29) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 31Oct57; KK132471.

Bob Hope's gift to his daughter, Linda; a lovely new Heirloom sterling design called Flower Lane. (In Glamour, Nov. 1957, p.92) Appl. author: J. Walter Thompson Co. © 1Nov57; KK130953.

Do you let your husband give you presents? Heirloom sterling, To my love; Community, Christmas dream. (In Ladies' home journal, Nov. 1957, p.58-59) Appl. author: J. Walter Thompson Co. © 25Oct57; KK130952.

The gift superlative, new Ballad hollowware in Community, the finest silverplate. (In The New Yorker, Dec. 7, 1957, p.26) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 5Dec57; KK132462.

Here's Ballad, the romantic new pattern in Community, the finest silverplate. (In Mademoiselle, Oct. 1957, p.149) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 29Sep57; KK132469.

I can't wait for Christmas to open my beautiful chest of gleaming Heirloom sterling, says pretty Yvonne Du Mont. (In McCall's, Nov. 1957, p.13) Appl. author: J. Walter Thompson Co. © 20Oct57; KK130946.

Invitation to romance; beautiful new Ballad pattern. Community, the finest silverplate. Special introductory offer: 8 serving pieces. (In Ladies' home journal, Oct. 1957, p.166-167) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 24Sep57; KK132465.

New, a breath-taking original in silver design; Young Love in Heirloom sterling. Art Linkletter and his daughters, Dawn and Sharon. (In Ladies' home journal, May 1958, p.35) Appl. author: J. Walter Thompson Co. © 25Apr58; KK134101. The new 5-way serving dish and hot beverage server in Achievement pattern in Community, the finest silverplate. (In The New Yorker, Oct. 5, 1957, p.5) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 30Oct57; KK132470.

Nothing says it so beautifully as Community, the finest silverplate. New Ballad [and 5 other patterns] [Man seated on stool, wearing Santa's hat & holding chest] Cherub. (In Look, Dec. 10, 1957, p.19) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 26Nov57; KK132468.

Nothing says it so beautifully as Community, the finest silverplate. New Ballad [and 5 other patterns] [Man seated on stool, wearing Santa's hat & holding chest] (In Better homes & gardens, Dec. 1957, p.25) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 21Nov57; KK132467.

Now, carefree beauty in tune with the rhythm of modern living; new solid stainless. New Shasta [and 3 other patterns] (In Modern bride, summer 1958, p.142-143) Appl. author: J. Walter Thompson Co. © 1Apr58; KK134102.

Now, carefree beauty in tune with the rhythm of modern living; new solid stainless. New Vista [and 3 other patterns] (In Parents' magazine & family home guide, Oct. 1957, p.116-117) Appl. author: J. Walter Thompson Co. © 25Sep57; KK130950.

Now, plan a life of carefree beauty with new solid stainless. New Shoreline [and 3 other patterns] (In Parents' magazine & family home guide, Dec. 1957, p.90-91) Appl. author: J. Walter Thompson Co. © 25Nov57; KK130951.

Only silver shows you care; Community shows how much. Ballad [and 4 other patterns] (In Charm, Mar. 1958, p.30) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 20Feb58; KK133001.

Only silver shows you care; Community shows how much. South Seas [and 4 other patterns] (In Good housekeeping, Mar. 1958, p.3) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 20Feb58; KK133532.

Romanticism returns in beautiful new Ballad pattern. Community, the finest silverplate. Special introductory offer: 8 serving pieces free. (In Living for young homemakers, Sept. 1957, p.17) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 20Aug57; KK132466.

Romanticism returns in beautiful new Ballad pattern. Community, the finest silverplate. Special offer: 8 serving pieces free. (In Better homes & gardens, Sept. 1957, p.8-9) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 20Aug57; KK132461.

Romanticism returns in beautiful new Ballad pattern. Community, the finest silverplate. Special offer: 56-piece service for 8. (In Bride's magazine, winter 1957, p.85) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 15Oct57; KK132463.

Romanticism returns in new Ballad pattern in Community, the finest silverplate. Special introductory offer: 8 serving pieces free. (In Ladies' home journal, Sept. 1957, p.32-33) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 27Aug57; KK132464.

She's young ... she loves the care-free beauty of new solid stainless. New Shoreline [and 3 other patterns] (In Better homes & gardens, Sept. 1957, p.116-117) Appl. author: J. Walter Thompson Co. © 20Aug57; KK130949.

When Art Linkletter gave Dawn her silver, she chose new Young Love in Heirloom sterling. Silver Rose [and 6 other patterns] (In Bride's magazine, summer 1958, p.37) Appl. author: J. Walter Thompson Co. © 15Apr58; KK134787.

Young America loves the carefree beauty of new solid stainless. New Shoreline [and 3 other patterns] (In Living for young homemakers, Sept. 1957, p.30-31) Appl. author: J. Walter Thompson Co. © 20Aug57; KK130947.

Young America loves the carefree beauty of new solid stainless. New Vista [and 3 other patterns] (In Living for young homemakers, Oct. 1957, p.26-27) Appl. author: J. Walter Thompson Co. © 20Sep57; KK130948.

O'NEIL-IRWIN MANUFACTURING CO. © A new Di-Acro product; one Di-Acro Rol-Form die. Appl. author: Poulke Agency, Inc. © 28Apr58; KK134238.

OPAD ELECTRIC CO. ©

Aircraft battery substitutes. Bench models KM75B and KM81B [and 6 other] models. Bulletin no.102. Appl. author: Henry Louis Opad. © 25Mar58; KK133123.

High current aircraft battery substitute. Model FR100; FR200. Bulletin 155. Appl. author: Henry Louis Opad. © 25Apr58; KK133871.

Medium voltage d.c. power supplies. Rack model RS10 [and 6 other] models. Bulletin 204. Appl. author: Henry Louis Opad. © 25Apr58; KK133870.

ORAL B CO. ©

Important toothbrush advancement; this different brush is specially designed. (In Sunset, Apr. 1958, p.215) Appl. author: Clark Whitely Lawrence. © 25Mar58; KK134266.

Important toothbrush advancement; this different brush protects your gum line. (In Coronet, May 1958, p.4 of cover) Appl. author: Clark Whitely Lawrence. © 17Apr58; KK134441.

Important toothbrush advancement; this different brush protects your gum line. (In Ladies' home journal, May 1958, p.105) Appl. author: Clark Whitely Lawrence. © 29Apr58; KK134268.

Protect your gum line, where tooth troubles often start; it does what a toothbrush ought to do. (In Ladies' home journal, Apr. 1958, p.196) Appl. author: Clark Whitely Lawrence. © 27Mar58; KK134267.

ORKIN EXTERMINATING CO., INC. ©

Did you know that termites work all year 'round? Why not call Otto, the Orkin man. © 1Nov57; KK133114.

Do you know anyone in Who's Who? Call Otto, the Orkin man. © 1Aug54; KK133115.

Don't be tricked by your own trap. Otto, the Orkin man. © 1Mar56; KK133113.

Flying ants may be termites. Otto, the Orkin man. © 28Mar58; KK133726.

Let Otto, the Orkin man, put you on the right track. © 1Dec57; KK133108.

Otto, the Orkin man has come to town. © 1Jun54; KK133107.

Since I am on your street ... servicing your neighbor's houses. © 1Aug56; KK133116.

Termites are swarming. Call Otto, the Orkin man. © 1Mar55; KK133110.

Termites do 100 million dollars damage annually. © 1Jun57; KK133111.

This is a bugnik. © 1Nov57; KK133117.

Who's sharing your profits? Call Otto, the Orkin man. © 1Sep54; KK133112.

You can tell an elephant by his snout, and you can tell a termite by his waist. Otto, the Orkin man. © 21Jun54; KK133109.

ORLANDI (F.) INC. ©

Shu Refresher by Orlande. Place a fragrantized Shu-Refresher in each shoe after wearing. Appl. author: Frank Orlandi. © 15Apr58; KK134319.

ORLEANS DOG CANDY CO. ©

Lolli-Pups; a tasty snack for dogs. Wt. 7 oz. Appl. author: Cooper Carton Corp. © 15Sep55; KK132130.

OSTER (JOHN) MANUFACTURING CO.

Power to spare; Cummins Maxaw. (In The Saturday evening post, Apr. 26, 1958, p.93) Appl. author: Baker, Johnson & Dickinson. © Cummins Portable Electric Tools, John Oster Manufacturing Co.; 26Apr58; KK133587.

There's no saw like a Cummins Maxaw. (In The Saturday evening post, Feb. 22, 1958, p.77) Appl. author: Baker, Johnson & Dickinson. © Cummins Portable Electric Tools, John Oster Manufacturing Co.; 22Feb58; KK133588.

OTARION LISTENER CORP. ©

The world's most advanced eyeglass hearing aid with ultrasonic Rx circuit. (In Citizen register, Ossining, N. Y., Mar. 26, 1958, p.10) Appl. author: J. M. Mathes, Inc. © 26Mar58; KK133866.

OTIS ENGINEERING CORP. ©

Type W; serrated slips on a tapered mandrel lock tool securely in tubing. Removable locking assembly. Appl. author: Dan Goodrich. © 29Apr58; KK134083.

OTTENHEIMER, PUBLISHERS. ©

French for children; HRS junior language Hi-Fi course. For ages 7-14. 2, 10-inch 33 1/3 LP Hi-Fi records; 1 illustrated manual. © 21Oct57; KK135102.

OUR OWN HARDWARE CO. ©

Supermix decorator colors; shingle and shake paint; white base. 31 fluid ounces U. S. measure. © 15Nov57; KK131282.

OVERHEAD DOOR CORP. ©

Buying? Building? Remodeling? Get the garage door that lifts with a feather-touch; automatic dashboard operation. (In Better homes & gardens home building ideas for 1958, p.191) Appl. author: Applegate Advertising Agency, Inc. © 20Sep57; KK132186.

Featured in every Mark 58. [Endorsed by] Donald J. Scholz. (In PF-the magazine of prefabrication, Feb. 1958, p.32-33) Appl. author: Applegate Advertising Agency, Inc. © 10Feb58; KK132605.

More than 50% of today's stations are equipped with the Overhead Door. (In National petroleum news, Feb. 1958, p.64-65) Appl. author: Applegate Advertising Agency, Inc. © 28Jan58; KK132560.

\$350,000 indoor-outdoor pool in Oregon created with the Overhead Door; Panoramic aluminum door. (In Architectural record, Feb. 1958, p.340-341) Appl. author: Applegate Advertising Agency, Inc. © 5Feb58; KK132604.

Today's leading prefab builders specify the Overhead Door. Prefab home with one-car garage [and 2 other models] (In PF, the magazine of prefabrication, Nov. 1957, p.36-37) Appl. author: Applegate Advertising Agency, Inc. © 10Nov57; KK132187.

Whatever style you build, the Overhead Door demonstrates that you're building with the finest. (In Journal of homebuilding, Mar. 1958, p.10-11) Appl. author: Applegate Advertising Agency, Inc. © 7Mar58; KK133312.

OWENS-ILLINOIS. ©

Guide to livelier cooking with spices & herbs. How seasonings are served by glass, the wonder material of packaging. (In What's new in home economics, May 1958, p.21-24) Appl. author: J. Walter Thompson Co. © 1May58; KK134100.

OXWALL TOOL CO., LTD. ©

Tool up with Oxwall quality tools. Truck load tool sale. Appl. author: Melvin Merians. © 16Dec57; KK131127.

P

P & K, INC. ©

Tested and proved lures and fishing accessories; 1958. Jobber, dealer catalog. NM: additions. © 10Nov57; KK132174.

P. S. BUREAU CO. ©

Your prayer cross; the Perpetual Prayer Cross. Appl. author: Leroy Perry. © 12Nov57; KK133963.

PABLUM PRODUCTS DIVISION, MEAD

JOHNSON & CO. SEE Mead Johnson & Co.

PABST BREWING /

Brings home that tap beer pleasure; Eastside Old Tap brand lager. Beer tap, bottle & can. Appl. author: Young & Rubicam, Inc. © 25Jan58; KK131922.

It's a big year for Milwaukee teams. Old Tankard ale. (In Milwaukee sentinel, Nov. 13, 1957, pt.1, p.11) Appl. author: Norman, Craig & Kummel, Inc. © 13Nov57; KK131316.

Meet the people who help Pabst make it perfect. Saltzgaber Distributing Company, your distributors of Pabst Blue Ribbon beer. (In Mansfield new-journal, Mansfield, Ohio, June 12, 1958, p.32) Appl. author: Norman, Craig & Kummel, Inc. © 12Jun58; KK135117.

Pabst Blue Ribbon says: Thanks a hundred million with Pabst 100 million barrel celebration. (In Tap & tavern, May 12, 1958, p.10-11) Appl. author: Norman, Craig & Kummel, Inc. © 9May58; KK135118.

Pabst makes it perfect; a world full of sun, your masterpiece done. Blue Ribbon. (In Life, Apr. 14, 1958) Appl. author: Norman, Craig & Kummel, Inc. © 11Apr58; KK135125.

Pabst makes it perfect. America's oldest ... Pabst Blue Ribbon beer, Old Tankard ale, Andeker draught supreme. (In V. F. W. magazine, Dec. 1957, p.7) Appl. author: Norman, Craig & Kummel, Inc. © 25Nov57; KK131317.

Pabst makes it perfect; come ride in the sun for a picnic and fun. Blue Ribbon. (In Life, May 12, 1958) Appl. author: Norman, Craig & Kummel, Inc. © 9May58; KK135130.

Pabst makes it perfect; from fun in the snow to the fireside's glow. Blue Ribbon. (In Life, Feb. 17, 1958) Appl. author: Norman, Craig & Kummel, Inc. © 14Feb58; KK135131.

Pabst makes it perfect; join the fun when the riding's done. Blue Ribbon. (In Life, Mar. 24, 1958) Appl. author: Norman, Craig & Kummel, Inc. © 21Mar58; KK135129.

Pabst makes it perfect; Pabst makes it profitable. Blue Ribbon. (In Pacific Coast review, May 1958, p.147) Appl. author: Norman, Craig & Kummel, Inc. © 10May58; KK134694.

A tradition of pleasure; Pabst 100 million barrels since 1844. Blue Ribbon. (In Life, June 2, 1958) Appl. author: Norman, Craig & Kummel, Inc. © 30May58; KK135124.

What'll you have? Bigger, faster beer profits with Pabst Blue Ribbon. (In Tap & tavern, Mar. 17, 1958, p.9) Appl. author: Norman, Craig & Kummel, Inc. © 17Mar58; KK133224.

What'll you have? Bigger, faster beer profits with Pabst Blue Ribbon. (In Tap & tavern, June 9, 1958, p.9) Appl. author: Norman, Craig & Kummel, Inc. © 6Jun58; KK135119.

PACIFIC WIRE WORKS CO. ©

Pacific Wire-Grams, by George G. Altnow.

Jan. 1958. © 14Jan58; KK131919.

Feb. 1958. © 13Feb58; KK132188.

Mar. 1958. © 11Mar58; KK132606.

Special ed. © 23Mar58; KK133068.

Apr. 1958. © 10Apr58; KK133649.

May 1958. © 8May58; KK135092.

June 1958. © 13Jun58; KK135072.

PACKER, GORDON W. ©

Handbook of physical fitness and play equipment. © 29Oct57; KK134148.

PACTOR (SAM) PRODUCTS. ©

Now, safety packed, muriatic acid; 18" commercial grade. Appl. author: Sam A. Pactor. © 7Jan58; KK131060.

PALACE METAL PRODUCTS, INC. ©

Buy ... Utilidor brand. Palace Imperial offers you more for your money; cabinets. Appl. author: Sanford Barnett. © 31Jan58; KK132027.

PALM BEACH BEDDING CO. ©

Treated for the tropics; this mattress has been scientifically constructed to resist moisture. Appl. author: Martin A. Dubbin. © 27Dec57; KK131448.

PAN-AMERICAN COFFEE BUREAU. ©

Iced coffee promotion; 1958. New refreshment ideas with iced coffee, Carnation and Betty Crocker. (In Food field reporter, Apr. 14, 1958, between p.28-37) Appl. author: Fuller & Smith & Ross, Inc. © 11Apr58; KK134547.

PAPER MATE CO. ©

Genuine Paper Mate Piggy-Back refill; fits all Paper Mate pens; red ink. © 11May56; KK131147.

Genuine Paper Mate refill with exclusive silvered tip; black fine point. © 21Jun56; KK131148.

Genuine Paper Mate refill with the exclusive silvered tip; red ink. © Paper Mate Co., Inc.; 1Feb54; KK133099.

New Paper Mate Capri, with the Piggy-Back refill. Display no.570. © 18Mar57; KK132047.

New Paper Mate Piggy-Back refill. 2 ink supplies; silvered tips. Display no.440 blue. © 16May56; KK132046.

New Paper Mate Piggy-Back refills in four ink colors. Display no.440C. © 18Mar57; KK132045.

PARAGON ART & LINEN CO., INC. ©

Tyrolean hand printed, color fast pure linen. 60" x 80". No.A791. Appl. author: Martin T. Rothman. © 10Jun57; KK127649.

PARAGON NEEDLECRAFT. ©

From Paragon, the most beautiful needlework ready for you to finish in complete packages. (In McCall's needlework & crafts magazine, spring-summer 1958, p.3 of cover) Appl. author: Martin J. Rothman. © 20Jan58; KK132912.

PARAGON OIL CO, INC. ©

Home comfort instruction chart, for use in connection with E-Z Fix tag system; for hot water heating systems. Appl. author: John J. McCartney. © 12May58; KK135052. Industrial lubricants and service. Appl. author: John J. McCartney. © 7Feb58; KK132034.

PARKE, DAVIS & CO. ©

ABDEC Kapseals help maintain nutritional balance for almost all the Canfields. PD-D-896. © 19Dec57; KK131700.

ABDEC Kapseals help promote optimal nutrition for almost all the Coopers. PD-D-893. © 20Dec57; KK131697.

Alan C., confined to his bed, may benefit from Taka-Combex to cope with carbohydrates to help assure ample vitamin intake. PD-D-860. © 11Oct57; KK131238.

- Allergy profile, animal danders. The visitor and the kitten. He didn't know ... he'll get prompt relief with Benadryl. PD-D-882. © 19Dec57; KK131704.
- Allergy profile, contact dermatitis. The actress and the lipstick. This allergic beauty ... she'll get prompt relief with Benadryl. PD-D-883. © 14Dec57; KK131705.
- Allergy profile-food sensitivity; the lady, the smorgasbord. She didn't know ... she'll get prompt relief with Benadryl. PD-D-876. © Parke, Davis & Co., Inc.; 15Nov57; KK131436.
- Allergy profile, foods. The guest and the strawberry shortcake. He shouldn't have ... he'll get prompt relief with Benadryl. PD-D-877. © 18Nov57; KK131703.
- Apple-flavored ABDEC drops, concentrated multivitamin formula. PD-D-727-15. (In Pediatric patterns, week ending Sept. 14, 1957) © 23Sep57; KK130351.
- Apple-flavored ABDEC drops, concentrated multivitamin formula. PD-D-727-19. (In Pediatric patterns, week ending Nov. 23, 1957) © 6Dec57; KK131695.
- At Barton Beach, 214 bathers with hay fever; some do better on Ambodryl, others do better on Benadryl. PD-D-841. © 22Aug57; KK131235.
- At the Rialto, 35 victims of hay fever; some do better on Ambodryl, others do better on Benadryl. PD-D-825. © 21Aug57; KK131242.
- At Union Terminal, 57 commuters with hay fever; some do better on Ambodryl, others do better on Benadryl. PD-D-833. © 12Sep57; KK131236.
- Bardase lessens hypermotility and spasm to relieve pain; prompt relief in irritable colon. PD-D-796. © Parke, Davis & Co., Inc.; 21Mar58 (in notice: 1957); KK133602.
- Common name, paper birch, common cause of springtime allergy; Benadryl, commonly prescribed for relief. PD-D-966. © 7May58; KK134543.
- Common name, red oak, common cause of springtime allergy; Benadryl, commonly prescribed for relief. PD-D-965. © 2May58; KK134544.
- Cottonwood, common cause of springtime allergy; Benadryl, commonly prescribed for relief. PD-D-961. © 16Apr58; KK134314.
- The cough that didn't make the news because his physician prescribed Benylin expectorant. PD-D-929. © 25Feb58; KK133274.
- Delicious black-cherry flavor ... Ambenyl Expectorant; for rapid relief of coughs due to colds or allergies. PD-D-878. © Parke, Davis & Co., Inc.; 7Nov57; KK131435.
- Dual antihistaminic action; an important reason for prescribing Ambenyl Expectorant; quickly relieves coughs due to colds or allergies. PD-D-885. © Parke, Davis & Co., Inc.; 18Nov57; KK131434.
- Eldec begins at forty; combat the aging complex now. Eldec Kapseals, mineral-vitamin-hormone supplement. PD-D-753. © 11Feb58 (in notice: 1957); KK133268.
- Eldec begins at 40; for health and vigor as patient add years, Eldec Kapseals, mineral-vitamin-hormone supplement. PD-D-778. © 18Mar58 (in notice: 1957); KK133599.
- Eldec begins at 40; for patients on the shady side of forty, Eldec Kapseals, mineral-vitamin-hormone supplement. PD-D-776. © 4Mar58 (in notice: 1957); KK133601.
- Eldec begins at 40; for patients whose middle age is showing, Eldec Kapseals, mineral-vitamin-hormone supplement. PD-D-777. © 11Mar58 (in notice: 1957); KK133600.
- Eldec begins at 40; now is the time to combat aging. Eldec Kapseals, mineral-vitamin-hormone supplement. PD-D-775. © 25Feb58 (in notice: 1957); KK133278.
- Eldec begins at 40; temper the changes of aging now. Eldec Kapseals, mineral-vitamin-hormone supplement. PD-D-774. © 18Feb58 (in notice: 1957); KK133280.
- Eldec Kapseals, mineral-vitamin-hormone supplement; combating the aging complex now helps assure vigor and well-being later. PD-D-782. © 15Jan58 (in notice: 1957); KK133279.
- Eldec Kapseals, mineral-vitamin-hormone supplement; combating the aging complex now keeps the mature life-outlook more promising. PD-D-717. © 22Jan58 (in notice: 1957); KK133276.
- Eldec Kapseals, mineral-vitamin-hormone supplement; start now to help them profit from the later years. PD-D-724. © 29Jan58 (in notice: 1957); KK133275.
- The family physician recommended ABDEC Kapseals as a nutritional safeguard for young Bobby Hayes. PD-D-880. © Parke, Davis & Co., Inc.; 14Nov57; KK131439.
- Florence B. ... may benefit from Taka-Combex to cope with carbohydrates to help assure ample vitamin intake. PD-D-859. © 18Oct57; KK131441.
- He coughed more than he cut until his physician prescribed Benylin expectorant. PD-D-946. © 24Mar58; KK133597.
- John W. ... may benefit from Taka-Combex to cope with carbohydrates to help assure ample vitamin intake. PD-D-858. © 31Oct57; KK131442.
- A key word in allergy relief, Benadryl. PD-D-844. © 23Sep57; KK131240.
- Kids put aside their toys for Paladac, liquid multivitamin supplement. PD-D-727-18. (In Pediatric patterns, week ending Nov. 2, 1957) © 14Nov57; KK131682.
- Last week, she coughed right through the Civil War, but now her cough's controlled with Benylin expectorant. PD-D-951. © 7Apr58; KK134308.
- Major advance in female hormone therapy; Norlutin in premenstrual tension. PD-D-861. © 4Nov57; KK131241.
- Major advance in female hormone therapy; Norlutin. Norlutin in dysmenorrhea. PD-D-849. © 28Oct57; KK131444.
- A major advance in female hormone therapy; Norlutin, oral progestational agent with unequalled potency and unsurpassed efficacy. PD-D-830. © 9Sep57; KK131244.
- Major advance in female hormone therapy; Norlutin, oral progestational agent with unexcelled potency and unsurpassed efficacy; in threatened abortion. PD-D-863. © 25Sep57; KK131239.
- Major advance in female hormone therapy; Norlutin, potent oral progestogen for certain disorders of menstruation and pregnancy. PD-D-847. © 20Oct57; KK131234.
- Major advance in female hormone therapy; Norlutin, potent oral progestogen found 2 to 4 times as effective as ethisterone. PD-D-846. © 23Sep57; KK131237.
- Major advance in female hormone therapy; potent oral progestogen; Norlutin. PD-D-850. © Parke, Davis & Co., Inc.; 11Nov57; KK131440.
- Midicel; continuous antibacterial effectiveness for 24 hours with a single tablet. PD-D-918. © 25Feb58; KK133272.
- Midicel; now only one tablet daily provides antibacterial effectiveness for 24 hours. PD-D-917. © 21Feb58; KK133273.
- Midicel; now, sulfa therapy with the simplicity and ease of 1 tablet daily. PD-D-919. © 27Feb58; KK133271.
- Myadec; high potency vitamin-mineral formula. S. G. capsules. 30 S. G. C. © 10Oct57; KK133463.
- Norlutin; clinically effective progestational therapy by mouth, in functional uterine bleeding. PD-D-930. © Parke, Davis & Co., Inc.; 21Mar58; KK133596.
- Norlutin; in amenorrhea, clinically effective progestational therapy by mouth. PD-D-923. © 17Feb58; KK133270.
- Norlutin; major advance in female hormone therapy. Comparison ... by Clauberg-McPhail assay. PD-D-845. © 19Nov57; KK131443.
- Norlutin; orally effective progestogen in endocrine infertility. PD-D-924. © 21Feb58; KK133269.
- On the advice of her physician, Mrs. Hayes takes ABDEC Kapseals as a nutritional safeguard while she is dieting. PD-D-879. © Parke, Davis & Co., Inc.; 7Nov57; KK131438.
- On the advice of his physician, Paul Hayes ... takes ABDEC Kapseals to help maintain optimum nutrition. PD-D-884. © Parke, Davis & Co., Inc.; 21Nov57; KK131437.
- On the advice of the family doctor, Sue Hayes, sweet sixteen, takes ABDEC Kapseals as a nutritional safeguard. PD-D-888. © 2Dec57; KK131706.
- Peter Piper picks Abdec drops now with vitamin B12; ideal vitamin protection during the early years. PD-D-948. © 20Mar58; KK134312.
- Prescribed during the middle years, Eldec Kapseals, mineral-vitamin-hormone supplement, helps provide vigor and vitality in the later years. PD-D-783. © 1May58 (in notice: 1957); KK134546.
- Prescribed during the middle years, helps assure physical and mental well-being later; Eldec Kapseals, mineral-vitamin-hormone supplement. PD-D-807. © 9Apr58 (in notice: 1957); KK134311.
- Prompt relief in irritable colon; Bardase lessens hypermotility and spasm to relieve pain. PD-D-796. © 7Jan58 (in notice: 1957); KK131698.
- Prompt relief in nervous dyspepsia may often be provided by Bardase; spasmolytic, digestive aid, sedative. PD-D-786. © 2Jul57; KK131243.

PARKE, DAVIS & CO. Cont'd.

Prompt relief in small bowel hypermotility; Bardase. PD-D-801.
© 1Aug57; KK131869.

Rapid relief of cough, sound reasoning for prescribing Ambenyl Expectorant. PD-D-887. © Parke, Davis & Co., Inc.; 21Nov57; KK131445.

Relief in allergy; Benadryl. PD-D-843. © 4Apr58 (in notice: 1957); KK134313.

Start now to prepare your over forty patient for retirement; Eldec Kapseals, mineral-vitamin-hormone supplement. PD-D-781. © 5May58 (in notice: 1957); KK134545.

Start today to help fill their later years with vigor and vitality; Eldec Kapseals, mineral-vitamin-hormone supplement. PD-D-784. © 1Apr58 (in notice: 1957); KK134310.

Start today to help your over forty patient enjoy his later years; Eldec Kapseals, mineral-vitamin-hormone supplement. PD-D-780. © 3Jan58 (in notice: 1957); KK131699.

Thins mucous secretions; another good reason for prescribing Ambenyl expectorant for relief of coughs. PD-D-886. © 7Feb58 (in notice: 1957); KK133277.

This is what we work for at Parke-Davis; the better health and longer life ... with better medicines. Old age. (In Life, Dec. 23, 1957, p.153) Appl. author: Young & Rubicam, Inc. © 19Dec57; KK131921.

This is what we work for at Parke-Davis; the better health ... with better medicines. Childbirth. (In Life, Jan. 13, 1958, p.59) Appl. author: Young & Rubicam, Inc. © 9Jan58; KK132246.

This is what we work for at Parke-Davis; the better health ... with better medicines. Epilepsy. (In Today's health, Mar. 1958, p.4 of cover) Appl. author: Young & Rubicam, Inc. © 1Mar58; KK133655.

This is what we work for at Parke-Davis; the better health ... with better medicines. Immunization. (In Life, Feb. 24, 1958, p.115) Appl. author: Young & Rubicam, Inc. © 20Feb58; KK133149.

This 1 tablet provides therapeutic sulfa levels for 24 hours; Midicel. PD-D-915. © 10Jan58; KK131701.

This single tablet provides 24 hours of effective sulfa therapy; Midicel. PD-D-916. © 15Jan58; KK131696.

This tablet is a whole day's sulfa dosage; Midicel. PD-D-914. © 6Jan58; KK131702.

When abortion threatens; potent oral progestogen, Norlutin. PD-D-933. © 26Mar58; KK134309.

When flowering maple spreads pollen near and far, Benadryl provides fast relief. PD-D-964. NM: illus. © 29Apr58; KK134806.

When new-leaf hickory sheds pollen in the air, Benadryl provides fast relief. PD-D-962. NM: illus. © 21Apr58; KK134805.

Yesterday, a cough interrupted his sales story, then his physician prescribed Benylin expectorant. PD-D-944. © 4Mar58; KK133598.

Yesterday, a cough made him check out early, then his physician prescribed Benylin expectorant. PD-D-943. © Parke, Davis & Co., Inc.; 17Mar58; KK133594.

Yesterday, his cough disturbed a conference, then his doctor prescribed Benylin expectorant. PD-D-947. © Parke, Davis & Co., Inc.; 31Mar58; KK133595.

PARKER BROS., INC. ©

Bunny Rabbit game for little folks. © 27Mar58; KK133668.

Children of foreign lands lotto; fun for boys and girls 4 to 8. © 4Mar58; KK133664.

The game of Bird Watcher. © 12Feb58; KK133665.

Mother Goose Lotto; fun for boys and girls, ages 4 to 8. © 17Jan58; KK131372.

Puppy dog lotto; ages 4 to 8. © 11Mar58; KK133666.

Sorry; Parker Brothers' ... slide pursuit game. NM: additions. © 20Jan58; KK133527.

Star Reporter game. © 15Jan58; KK133667.

Touring, the famous automobile card game. © 19Dec57; KK131417.

PARKER PEN CO. ©

Announcing four special Christmas deals on the hottest product in the ballpoint business; new Parker T-Ball Jotter pen. No.931 [and 3 other] display[s] (In DSC buying guide, Nov. 1957, p.45) Appl. author: Tatham-Laird, Inc. © 20Oct57; KK131811.

Brand new Parker super 21 pen, biggest value in Parker history. (In Army times, European ed., Sept. 3, 1957, p.7) Appl. author: Tatham-Laird, Inc. © 3Sep57; KK131813.

A business gift means more when it's a Parker. T-Ball Jotter pen [and other pen & pencils] (In Sales Management, Sept. 10, 1957, p.165) Appl. author: Tatham-Laird, Inc. © 10Sep57; KK131115.

From Parker comes the ball point that writes like a fine pen. 1-2-3-4-5. Jotter. (In Life, May 20, 1957, p.80) Appl. author: Tatham-Laird, Inc. © 6May57; KK131116.

From Parker comes the ball point that writes like a fine pen. 1-2-3-4-5. Jotter. (In Navy times, Apr. 23, 1957, p.12) Appl. author: Tatham-Laird, Inc. © 23Apr57; KK130957.

The gift that writes 5 times longer; Jotter ball point. (In Coronet, June 1957, p.106) Appl. author: Tatham-Laird, Inc. © 18May57; KK130958.

A guarantee. Tired of ball points that skip? The Parker T-Ball Jotter is the answer. (In Los Angeles herald & express, Apr. 9, 1958, p.A-8) Appl. author: Tatham-Laird, Inc. © 9Apr58; KK134137.

Holds the paper better, flows the ink better; T-Ball Jotter pen. (In American armed forces features, May 1958, p.4) Appl. author: Tatham-Laird, Inc. © 1May58; KK134139.

Introducing a revolutionary new ball point; new Parker T-Ball Jotter pen; to introduce and sell to all America. (In Drug topics, Aug. 5, 1957, p.79-82) Appl. author: Tatham-Laird, Inc. © 5Aug57; KK134947.

Known the world over by military men for dependability; Parker 51. Parker 61 [and other styles] (In The American weekend, May 17, 1958, p.5M) Appl. author: Tatham-Laird, Inc. © 17May58; KK135305.

New kind of pen even fills itself, this new way; Parker 61. [William] Holden. (In Reader's digest, May 1958, p.24) Appl. author: Tatham-Laird, Inc. © 25Apr58; KK134136.

Now, an entirely new kind of pen; Parker 61, even fills itself by itself. Parker 51 [and 2 other] pens. (In Air Force times, European ed., Aug. 6, 1957, p.11) Appl. author: Tatham-Laird, Inc. © 6Aug57; KK131815.

Now, an entirely new kind of pen; Parker 61, even fills itself by itself. Parker 51 [and two other pens] (In Honolulu star-bulletin, Aug. 12, 1957) Appl. author: Tatham-Laird, Inc. © 12Aug57; KK131113.

Now, an entirely new kind of pen; Parker 61, even fills itself by itself. Parker 51 [and 2 other] pens. (In Okinawa morning star, Oct. 22, 1957, p.3) Appl. author: Tatham-Laird, Inc. © 22Oct57; KK134051.

Now, an entirely new kind of pen; Parker 61, exciting to own. Parker 51 [and 2 other] pens. (In Air Force times, Oct. 23, 1957, p.16) Appl. author: Tatham-Laird, Inc. © 23Oct57; KK131814.

Now, an entirely new kind of pen; Parker 61. Parker 51 [and 2 other] pens. Ryukyu Islands. (In Okinawa morning star, Aug. 20, 1957, p.3) Appl. author: Tatham-Laird, Inc. © 20Aug57; KK135304.

Now, for Christmas giving, an entirely new kind of pen; Parker 61, Parker 51 [and 2 other styles] (In Ketchikan daily news, Dec. 10, 1957, p.6) Appl. author: Tatham-Laird, Inc. © 10Dec57; KK134138.

Now for Christmas giving, Parker 61. Parker 51 [and 2 other styles] (In Army times, Dec. 4, 1957, p.25) Appl. author: Tatham-Laird, Inc. © 4Dec57; KK134680.

Now ... for everyone on your Christmas list, the only ball point that won't skip; new Parker T-Ball Jotter pen. (In Army times, European ed., Oct. 29, 1957, p.39) Appl. author: Tatham-Laird, Inc. © 29Oct57; KK131812.

Now, in any normal use, new Parker T-Ball Jotter pen. (In The American weekly, Dec. 1, 1957, p.19) Appl. author: Tatham-Laird, Inc. © 1Dec57; KK131114.

Parker 61, capillary pen. Herbert Hoover. (In The Reader's digest, June 1958, p.7) Appl. author: Tatham-Laird, Inc. © 25May58; KK134678.

Special for Christmas; biggest fine pen value in Parker history. New Parker Super 21 pen. (In Army times, Oct. 30, 1957, p.39) Appl. author: Tatham-Laird, Inc. © 30Oct57; KK134809.

Special offer; new Parker T-Ball Jotter pen featured in new Parker display no.387. (In McKesson profitunities, Apr. 1958, p.30) Appl. author: Tatham-Laird, Inc. © 1Apr58; KK133341.

Tired of ball points that skip? Parker T-Ball Jotter pen is the answer. (In Anchorage daily times, May 21, 1958, p.11) Appl. author: Tatham-Laird, Inc. © 21May58; KK134679.

Tired of ball points that skip? Parker T-Ball Jotter pen is the answer. (In Chicago daily tribune, Mar. 6, 1958, pt.5, p.9) Appl. author: Tatham-Laird, Inc. © 6Mar58; KK134946.

Tired of ball points that skip?
Parker T-Ball Jotter pen is the answer. (In The Reader's digest, June 1958, p.189) Appl. author: Tatham-Laird, Inc. © 25May58; KK134677.

2 fabulous new deals from Parker on the hottest ballpoint in the business; new Parker T-Ball Jotter pen. Special triangle display; special bubble display. (In McKesson profitunities, Feb. 1958, p.46) Appl. author: Tatham-Laird, Inc. © 1Feb58; KK132278.

PARRY LABORATORIES, INC. ©
Now, spray away bad breath; Myomist. (In Toledo blade, Dec. 4, 1957, p.34) Appl. author: Joseph Katz Co. © 4Dec57; KK131010.

PARSONS PAPER CO. ©
King Cotton papers for better stationery. (In Newsweek, Jan. 20, 1958, p.27) Appl. author: Gibney & Barreca. © 15Jan58; KK133244.

PARVIN MANUFACTURING CO.
Add life to your outdoor and indoor parties; Parvin creations, hand printed barbecue apparel. © Floyd Levin & Sam W. Levin d.b.a. Parvin Manufacturing Co.; 7Oct57; KK132016.

PATENT SCAFFOLDING CO., INC. ©
4' wide heavy-duty frames for Trouble-Saver, sectional shoring. Bulletin PSS-42. Appl. author: Oscar H. Junggren. © 22Jan58; KK131370.
How to use steel scaffolding for shipbuilding and repairs. Bulletin G209. Appl. author: Oscar H. Junggren. © 27Mar58; KK133318.

PAYNE ENTERPRISES, INC. ©
Stick-Um-Goo, white paste for pasting paper. Net wt. 3 1/2 oz. © 31Dec57; KK133165.

PEELLE CO.
Peelle-Richmond pass windows for schools, churches, hospitals, restaurants, industrial buildings. © Peelle Co. & Richmond Fireproof Door Co.; 26Nov57; KK131412.

PEET-O-LEE DISTRIBUTORS. ©
The deliciously different sucker. © 1Jan58; KK132974.

PEKAO TRADING CORP. ©
Paczka prezentowa na swieta w Polsce. Holiday parcel. Waga okoto ... 14 lbs. 4 oz. © 20Jan58; KK131916.

PENICK & FORD, LTD., INC. ©
Brer Rabbit Everybody's old time ribbon cane flavor syrup; corn and cane syrups. Net wt. 1 lb. 1 oz. © 1Aug57; KK131477.
Brer Rabbit New Orleans molasses. Gold label. Contents 1 pt. 8 fl. oz. © 2Jul56; KK131481.
Brer Rabbit Signet corn, cane and sugar syrup. Net wt. 1 lb. 1 oz. © 1Aug57; KK131478.
Brer Rabbit table syrup; corn and cane syrups. Brown label. Contents 12 fl. oz. © 1Nov57; KK131473.
Brer Rabbit table syrup; corn, cane and sugar syrups. Red label. Net wt. 1 lb. 1 oz. © 1Aug57; KK131476.
Ingleside syrup; sugar cane flavor. Contents 12 fl. oz. © 1Nov57; KK131474.
My-T-Fine pie filling; lemon flavor. Net wt. 4 oz. NM: revisions. © 1Apr57; KK131138.

My-T-Fine pudding; chocolate flavor; cook with milk. Net wt. 3 5/8 oz. NM: revisions. © 2Jan57; KK131139.
New no-drip bottle; Brer Rabbit waffle syrup; imitation maple syrup. 10¢ off. Net weight 2 lbs. 1 oz. © 1Mar57; KK131480.
Sho' Is Fine table syrup; corn, cane and sugar syrups. Net wt. 1 lb. 1 oz. © 1Aug57; KK131479.
Sugar Glen; Sugar House molasses and corn syrup. Net wt. 1 lb. 1 oz. © 3Sep57; KK131475.

PENNSYLVANIA GRADE CRUDE OIL ASSN. ©
Exclusive in today's best motor oils, nature's miracle molecule. (In The Saturday evening post, Apr. 4, 1958, p.59) Appl. author: Meldrum & Fewsmith, Inc. © 1Apr58; KK133347.

PEPPER (JAMES E.) & CO.
Moving in the best circles for 177 years; Kentucky straight bourbon whiskey. Appl. author: Claude M. Stafford. © Schenley Distillers, Inc. d.b.a. James E. Pepper & Co.; 15Aug57; KK131039.
Ringing the bell since 1780; Kentucky straight bourbon whiskey. Appl. author: Claude M. Stafford. © Schenley Distillers, Inc. d.b.a. James E. Pepper & Co.; 15Aug57; KK131035.
Stocked in 1780 and in 1958; Kentucky straight bourbon whiskey. Appl. author: Claude M. Stafford. © Schenley Distillers, Inc. d.b.a. James E. Pepper & Co.; 15Aug57; KK131034.

PEPPERIDGE FARM, INC. ©
Apfelkuchen; keep frozen until ready to bake. Net wt. 1 lb. 4 oz. © 30Dec57; KK131833.
Apfelstrudel; keep frozen until ready to bake. Net wt. 1 lb. 4 oz. © 30Dec57; KK131882.
Brandy cake; Island of Guernsey. © 22Nov57; KK132702.
Brandy cake. Net wt. 3 lbs. © 22Nov57; KK131384.
Brown & serve Club enriched rolls. 6 Club enriched rolls. Orange & black. Net wt. 8 1/2 ounces. © 2Mar58; KK134150.

Brown n' serve Club enriched rolls. 6 Club enriched rolls. Brown & black. Net wt. 8 1/2 oz. NM: additions. © 7Apr58; KK134151.
8 patty shells; keep frozen until ready to bake. Net wt. 13 oz. © 30Dec57; KK131832.
4 apple dumplings; keep frozen until ready to bake. Net wt. 13 1/2 oz. © 30Dec57; KK131383.
4 apple rolls; keep frozen until ready to bake. Net wt. 13 1/2 oz. © 30Dec57; KK131380.
4 apple turnovers; keep frozen until ready to bake. Net wt. 13 1/2 oz. © 30Dec57; KK132770.
4 raspberry turnovers; keep frozen until ready to bake. Net wt. 11 1/2 oz. © 30Dec57; KK131381.

PERK FOODS CO. ©
Dog food. Net wt. 15 1/2 oz. © Perk Foods Co. d.b.a. Trix Foods Co.; 13Aug57; KK132405.
Dog food. Net weight 1 pound. © 21Mar57; KK131745.
Peak puppy mix for mixing with Peak puppy cereal. Contents 14 oz. net. © 19Aug57; KK131744.

Vets' cat food. Net wt. 15 oz. © Perk Foods Co. (In notice: Vets' Division of Perk Foods Co.); 12Aug57; KK131746.

PERMACEL-LEPAGE'S, INC. ©
Bigger profit per unit; Lepage's cellophane tape. (In Drug topics, May 12, 1958, p.97) © 12May58; KK134880.
Everything's new but the name; Lepage's, only complete line of adhesives. (In Progressive grocer, May 1958, p.153) © 1May58; KK135320.
Everything's new but the name. Lepage's wallpaper paste [and 14 other products] (In American paint & wallpaper dealer, Mar. 1958, p.87) © 1Mar58; KK134884.
New, Lepage's wallpaper remover. (In American paint & wallpaper dealer, May 1958, p.77) © 1May58; KK135322.
Now, a complete adhesives department; features a non-poisonous, non-toxic Lenk fire extinguisher. Lepage's. (In American paint & wallpaper dealer, Apr. 1958, p.3) © 1Apr58; KK134886.
Special offer; free new self-service chrome display with Lepage's pre-packed deal 9013. Best known name in sticky stuff. (In Ketchum profit parade, May 1958, p.3) © 1May58; KK135318.
Strap-It, the first practical strapping tape dispenser. © 1May58; KK135323.
Super-sonic sales sparker; sells Lepage's cellophane tape and polystyrene cement fast. New items, new colors; Bondex hot iron fabric. (In Variety store merchandiser, Apr. 1958, p.17-18) © 1Apr58; KK134887.

PERMACEL TAPE CORP. ©
Free garden guide; Texcel cellophane tape. Tells you how to plant and grow your favorite flowers. Texcel-Lepage's products. (In Life, Apr. 15, 1957) © 15Apr57; KK133544.

PERMA-STONE CO. ©
Drive in or drive on? Colony Hotel Court. Form M. P.-9. Appl. author: J. E. Bateson. © 5Oct57; KK132748.

PERSONAL AIDS.
CSP description; CSP is simply a very inexpensive, self-advertising plan whereby lonely people ... may find a way to friendship and romance. © Thomas W. Ryan d.b.a. Personal Aids; 15Mar58; KK132985.

PERSONAL PRODUCTS CORP. ©
New and softly pink, Serena by Modess; the luxury sanitary napkin. (In The New York times magazine, Feb. 9, 1958, p.63) © 9Feb58; KK133542.
New as tomorrow; within the last seven months ... Teen-Age by Modess, Serena by Modess, and new Modess tampons. (In San Jose mercury-news, Jan. 19, 1958, p.25P) © 19Jan58; KK133543.
Serena, by Modess; pastel pink sanitary napkin. 12 regular size; super absorbency. © 1Dec57; KK132474.

PET MILK CO. ©
Creamy chocolate sauce. Evaporated milk. (In What's new in home economics, June 1958, p.55) Appl. author: Mary Helen Wilson. © 28May58; KK134830.

PET MILK CO. Cont'd.

Double-rich Pet milk, nippy Parmesan cheese and Ballard biscuits make tuna pizza this handy new way; evaporated milk. (In Woman's day, Mar. 1958, p.83) Appl. author: Mary Helen Wilson. © 1Mar58; KK132806.

For those who want the fun of feeling good; instant nonfat dry milk. (In The Evening sun, Baltimore, Oct. 17, 1957, p.54) Appl. author: William Spencer. © 17Oct57; KK131141.

For those who want the fun of feeling good; instant nonfat dry milk. (In The Sun, Baltimore, Oct. 11, 1957, p.17) Appl. author: William Spencer. © 11Oct57; KK130967.

Four famous little girls; coloring book. Their doctor recommended Pet evaporated milk. Appl. author: Mary Helen Wilson. © 1Dec57; KK134660.

Graduate nurse ... Mrs. Percy Brown of St. Louis says: For a happy, healthy family, depend on Pet milk. Evaporated milk. (In Chicago defender, Mar. 1, 1958, p.15) Appl. author: Mary Helen Wilson. © 1Mar58; KK133361.

Graduate nurse ... Mrs. Percy Brown of St. Louis, says: For a happy, healthy family, depend on Pet milk. Evaporated milk. (In Ebony, Apr. 1958, p.32) Appl. author: Elaine Pautler. © 31Mar58; KK132980.

Grand Ole Opry photo album. T. Tommy [and 10 other] Opry stars. Instant nonfat dry milk; evaporated milk. Appl. author: Mary Helen Wilson. © 28Jan58; KK133755.

Introducing new Pet instant, a truly modern nonfat dry milk. (In Pediatrics, Feb. 1958, p.3 of cover) Appl. author: Mary Helen Wilson. © 1Feb58; KK133562.

Mother, homemaker and teacher, Mrs. William L. Crump of Nashville, says: Pet milk is a real help to good living. Evaporated milk. (In Ebony, Mar. 1958, p.21) Appl. author: Elaine Pautler. © 1Mar58; KK132607.

Mother ... Mrs. William L. Crump of Nashville says: Pet milk is a real help to good living. Evaporated milk. (In Nashville globe, Jan. 3, 1958, p.3) Appl. author: Elaine Pautler. © 3Jan58 (in notice: 1957); KK131845.

New idea, frosting or candy from one easy recipe; chocolate frosting, chocolate clusters. Evaporated milk. (In Family weekly, Apr. 20, 1958, p.22) Appl. author: Mary Helen Wilson. © 20Apr58; KK134061.

New Pet instant nonfat dry milk as you've wished it could be. (In Journal of home economics, Feb. 1958, p.3 of cover) Appl. author: Mary Helen Wilson. © 1Feb58; KK132527.

Newest recipes in town at your grocer's now; cookbook for young moderns, recipes by Mary Lee Taylor. Pet instant nonfat dry milk. (In The Shreveport journal, Mar. 27, 1958, p.4-C) Appl. author: Mary Helen Wilson. © 27Mar58; KK134127.

Orange pancakes and sauce. The secret, Pet evaporated milk. (In What's new in home economics, Jan. 1958, p.41) Appl. author: Elaine Pautler. © 1Jan58; KK131534.

Pecan pie that doesn't break the bank; evaporated milk. (In What's new in home economics, Mar. 1958, p.101) Appl. author: Mary Helen Wilson. © 1Mar58; KK132791.

Pet milk proudly presents its new national radio program, Sunday Morning. (In Chicago defender, May 10, 1958, p.22) Appl. author: Elaine Pautler. © 10May58; KK134431.

Prominent clubwoman ... Mrs. Langton J. Daniel of Detroit says: I wouldn't be without wonderful Pet milk. Evaporated milk. (In St. Louis American, Mar. 27, 1958, p.9) Appl. author: Mary Helen Wilson. © 27Mar58; KK133344.

Wife ... Mrs. Mingo Scott, Jr., of Nashville, says: Pet milk's an old friend at our house. Evaporated milk. (In The St. Louis argus, Dec. 20, 1957, p.4A) Appl. author: Elaine Pautler. © 20Dec57; KK131143.

PETER PAN FOUNDATIONS, INC. ©

No body is perfect; every body needs Peter Pan. Hidden Treasure. (In Photoplay, Apr. 1958) © 1Apr58; KK134185.

No body is perfect; every body needs Peter Pan. Pick Up. (In Cosmopolitan, Mar. 1958) © 1Mar58; KK134186.

No body is perfect, everybody needs Peter Pan. Pick Up. (In Cosmopolitan, Mar. 1958) © 1Mar58; KK134278.

PETERS CO., division of TOLEDO PAINT & CHEMICAL CO. SEE Toledo Paint & Chemical Co.

PETERSON, BENJAMIN R., JR. ©

Fruit Fantasy ice cream. One-half gallon liquid. © 24Jan58; KK133751.

Fruit nougat ice cream. One-half gallon liquid. © 24Jan58; KK133752.

PETITE AMERICANA, INC. ©

For the fashionwise who need a precisely proportioned size. Appl. author: Morris J. Doris. © 2Jan58; KK132700.

PEVELY DAIRY CO. ©

Grade A, pasteurized, homogenized, vitamin D milk. One quart. © 1Dec57; KK134485.

PFAFF INTERNATIONAL CORP. ©

Only Pfaff sewing machines have the magic Dial-A-Stitch. (In Household, Mar. 1958, p.2 of cover) Appl. author: Dancer-Fitzgerald-Sample, Inc. © 20Feb58; KK134317.

PFAUDLER PERMUTIT, INC. ©

Permutit heavy duty automatic water softeners, models OESQ 20 and 28. © 28May58; KK134749.

PHARMA-CRAFT CO. ©

How hospital-tested antiseptic cream instantly soothes burning feet, stops athlete's foot, skin itch; Ting. (In R. N., a journal for nurses, Sept. 1957, p.23) © 27Aug57; KK131227.

Instant relief for athlete's foot itch; amazing hospital-tested Ting antiseptic medicated cream. (In Journal of health-physical education-recreation, Sept. 1957, p.74) © 4Sep57; KK131062.

New, chest colds relieved without grease, discomfort or tears; Coldene stick chest rub. (In McCall's, Jan. 1958, p.49) Appl. author: J. Walter Thompson Co. © 19Dec57; KK131955.

New chest rub; relieves chest colds. Coldene stick. (In Detroit times, Nov. 22, 1957, p.27) Appl. author: J. Walter Thompson Co. © 22Nov57; KK131118.

No matter how a cold develops; Coldene keeps cold distress at a minimum. (In The American journal of nursing, Dec. 1957, p.1609) Appl. author: J. Walter Thompson Co. © 1Dec57; KK131954.

Now, here's a faster way to clear up pimples; science develops anti-septic medicated cream; here's the test that proves Ting best. (In The Denver post, Sept. 13, 1957, p.15) © 13Sep57; KK131061.

Where did her pimples go? Science develops antiseptic medicated cream; here's the test that proves Ting best. (In The Denver post, Sept. 27, 1957, p.27) © 27Sep57; KK131063.

PHARMA-CRAFT CORP. ©

Bring back your fun-power; Coldene vitamin tonic with iron. [Elderly man raising baseball cap] (In The Indianapolis star, May 14, 1958, p.22) Appl. author: J. Walter Thompson Co. © 14May58; KK134766.

Bring back your fun-power; Coldene vitamin tonic with iron. [Man missing ball with bat in sandlot game] (In The Indianapolis star, May 9, 1958, p.22) Appl. author: J. Walter Thompson Co. © 9May58; KK134765.

Bring back your fun-power; Coldene vitamin tonic with iron. [Man pushing wife & son in swings] (In The Indianapolis star, May 6, 1958, p.14) Appl. author: J. Walter Thompson Co. © 6May58; KK134764.

PHILLIPS, ALFRED N. ©

The Hookob pipe filterates your smoking. © 3Apr58; KK134140.

PHILLIPS, BUD. SEE Phillips, George Adrian.

PHILLIPS, GEORGE ADRIAN.

Jet-Line putter, guaranteed to improve your putting. © George Adrian Phillips (Bud Phillips); 3Mar58; KK133951.

PHYSICIANS & HOSPITALS SUPPLY CO.

d.b.a. ULMER PHARMACAL CO. SEE Ulmer Pharmacal Co.

PIEL BROS. ©

Before you leave, look for values galore at our Corner store. Light beer. Harry & Bert Piel. Appl. author: Young & Rubicam, Inc. © 5Mar58; KK133925.

Bert and Harry Piel Memorial Day baseball contest. Entry blank. Appl. author: Young & Rubicam, Inc. © 10Apr58; KK134430.

Delightful way to spend a winter evening, Bert. Light beer. Harry & Bert Piel. Display no.13. Appl. author: Young & Rubicam, Inc. © 6Feb58 (in notice: 1957); KK133157.

For the 2nd straight year, you did it. Bert & Harry Piel. Appl. author: Young & Rubicam, Inc. © 5Mar58; KK133922.

Ganadores de los premios mayores de Piel en la serie del Caribe; \$2,000.00. Light beer. (In El Diario, New York, Feb. 24, 1958, p.23) Appl. author: Young & Rubicam, Inc. © 24Feb58; KK133155.

Gane dinero con Piel; escoja el equipo ganador de la serie del Caribe, Piel regala otra vez

\$2,000.00. Beer. (In El Diario de Nueva York, Jan. 10, 1958, p.11) Appl. author: Young & Rubicam, Inc. © 10Jan58; KK132236.

Get on the brand wagon; light beer. Appl. author: Young & Rubicam, Inc. © 26Mar58; KK133741.

Have one on us, a happy birthday, that is. Bert & Harry Piel. Appl. author: Young & Rubicam, Inc. © 27Feb58; KK133911.

Have you heard, Bert, we're going to get an award from the Philadelphia Guild of Advertising Men? Bert & Harry Piel. Appl. author: Young & Rubicam, Inc. © 1Mar58; KK133924.

The idols of millions: Bert and Harry Piel's newest idea; Piel's Corner Store. Appl. author: Young & Rubicam, Inc. © 1Feb58; KK133921.

They love us in Philadelphia, Harry. Philadelphia Guild of Advertising Men's eleventh annual banquet. Harry & Bert Piel. Appl. author: Young & Rubicam, Inc. © 3Mar58; KK133923.

Today's specials; light beer. Harry & Bert Piel. Display no.19. Appl. author: Young & Rubicam, Inc. © 6Feb58 (in notice: 1957); KK133156.

PILGRIM PRODUCTS, INC. © Designers ... of precision terminal boards for special and standard applications. © 15Sep57; KK131920.

PILLSBURY MILLS, INC. © Applesauce cake mix, loaf-size; Best XXXX. 10 oz. net wt. © 15Apr58; KK134626.

Cherry angel food mix. Best XXXX. 1 lb. 1 oz. net wt. © 15Apr58; KK133546.

Chocolate pudding-cake mix. Best XXXX. 9 3/4 oz. net wt. © 6Jan58; KK131590.

Farina; quick cooking, hot wheat cereal. Best XXXX. Net wt. 14 ozs. Appl. states prev. pub. KK131201. NM: art work & recipes. © 10Oct57; KK131541.

Frosting mix; creamy vanilla. Best XXXX. 7 oz. net wt. © 15Apr58; KK134627.

Lemon pudding-cake mix. Best XXXX. 10 1/4 oz. net wt. © 6Jan58; KK131591.

Pineapple cake mix; Best XXXX. 1 lb. 2 oz. net wt. © 15Apr58; KK134628.

Pizza; ready for your oven in 5 minutes. Best XXXX. Complete with 8 oz. fresh Pizza dough, 3 1/2 oz. Italian Pizza sauce, 2 oz. fresh Mozzarella and Romano cheese. © 16Sep57; KK131278.

Sugar cookies. Best XXXX. Makes about 3 dozen. Net wt. 11.5 oz. © 28Mar58; KK133342.

PIONEER INDUSTRIES, INC. © Bob Hope says: Give a party for pop with this Party Pak by Pioneer. 21 piece party pak. © 10Mar58; KK134193.

PITTSBURGH BREWING CO. © Introducing Tech little brown jug; premium beer. (In The Pittsburgh press, Feb. 7, 1958, p.31) Appl. author: Smith, Taylor & Jenkins, Inc. © 7Feb58; KK131819.

PITTSBURGH PLATE GLASS CO. © Design of the month. Jan. 1958. © 3Feb58; KK131688. Feb. 1958. © 11Feb58; KK132025. Mar. 1958. © 2Apr58; KK132996. Apr. 1958. © 19May58; KK134340.

May 1958. © 23May58; KK134539. June 1958. © 23Jun58; KK135336.

PLASTIC CONTACT LENS CO. © Contact lens fitting manual, by Newton K. Wesley & George N. Jessen. 7th rev. © 6Sep57; KK133366.

PLASTICRETE SPECIALTIES CORP. © Get ready now for outdoor living; free patio planner; install quality Plasticrete Patio Bloc. (In Sunday news, New York, Mar. 9, 1958, Westchester section, p.19W) Appl. author: Freiwald & Coleman. © 9Mar58; KK132989.

PLASTICS CONSOLIDATED INDUSTRIES, division of BUTTERMMASTER, INC. SEE Buttermaster, Inc.

PLAY-RITE CO. I See-U See; card game. Keep kids happy in the car. 32 different cards. © Play-Rite Co., a co-partnership composed of Eugene A. Hoffman & James F. Chevalier; 22Apr58; KK133958.

PLEX-TEX CORP. © Plex-Tex-Arch sales manual; foot comfort for fashion shoes. Appl. author: A. C. Frese, Jr. © 6Dec57; KK131540.

POCONO PEAT CO. Peat; the finest grade peat material. 25 lbs. net. © David E. Gothe t.a. Pocono Peat Co.; 4Mar57; KK133960. Peat humus. Pocono Pete says: Hi, gardeners. 1 1/2 qts. © David E. Gothe t.a. Pocono Peat Co.; 3Mar58; KK133959.

POLK BROS., INC. © Air conditioners, anyone? (In Chicago daily tribune, Nov. 4, 1957, p.18) © 4Nov57; KK131550. An apple for the teacher; so, you'll not only find America's biggest selection of famous brands. (In Chicago daily tribune, Jan. 20, 1958, p.3) © 20Jan58; KK131857. Are all customers born equal? (In Chicago daily tribune, Nov. 11, 1957, p.6) © 11Nov57; KK131616. Bravo, Blue Fairy. We're proud to sponsor this lovely show. (In Chicago daily tribune, Mar. 19, 1958, p.10) © 19Mar58; KK134848. Chicago helps launch satellite. But at least we are selling the brands that help hire the scientists. (In Chicago daily tribune, Mar. 26, 1958, p.13) © 26Mar58; KK134849. Choice of one? Not at Polk's. Somewhere among all those different TV models. (In Chicago daily tribune, Jan. 29, 1958, p.7) © 29Jan58; KK131860.

Did you get \$439 worth? And it's a big reason why ... you haven't really shopped until you've shopped at Polk's. (In Chicago daily tribune, Mar. 10, 1958, p.20) © 10Mar58; KK134845.

Don't let rugs throw you; Polk Bros. probably carpets more rooms. (In Chicago daily tribune, Dec. 18, 1957, p.1) © 18Dec57; KK132093.

Early bird, and the hiccups; it started when she bought a refrigerator from us. (In Chicago daily tribune, Nov. 27, 1957, p.5) © 27Nov57; KK131552.

Expensive way to save; we believe you should get a money-saving price on everything you buy. (In Chicago daily tribune, Jan. 27, 1958, pt.1, p.8) © 27Jan58; KK131859.

The family that just moved in; last week we opened the front door for the first time at our newest Polk Brothers store. (In Chicago daily tribune, Mar. 12, 1958, p.10) © 12Mar58; KK134846.

Free buying insurance. And you know what ... you haven't really shopped until you've shopped at Polk's. (In Chicago daily tribune, Mar. 17, 1958, p.7) © 17Mar58; KK134847.

Have a Good Humor on us. (In Chicago daily tribune, Apr. 30, 1958, p.13) © 30Apr58; KK135268.

Hooray for insurance men. (In Chicago daily news, Dec. 16, 1957, p.5) © 16Dec57; KK131554.

Hot weather prediction; the cool heads are buying air conditioners now. (In Chicago daily tribune, Apr. 16, 1958, p.4) © 16Apr58; KK135266.

How did you sleep last night? We're wide awake to your need for a good mattress. (In Chicago daily tribune, Mar. 5, 1958, p.20) © 5Mar58; KK134843.

How does Polk Brothers do it? How can Polk Brothers sell things for so much less? (In Chicago daily tribune, Dec. 4, 1957, p.4) © 4Dec57; KK131568.

How to save on toys; so you're going to be pleasantly surprised when you visit the big toy departments. (In Chicago daily tribune, Dec. 2, 1957, p.7) © 2Dec57; KK131567.

Inside story about furniture. (In Chicago daily tribune, Apr. 9, 1958, p.17) © 9Apr58; KK135264.

Keeping baby dry, automatically; makes us ... reflect that Polk's has the biggest selection of famous brand washers and dryers. (In Chicago daily tribune, Nov. 13, 1957, pt.1, p.6) © 13Nov57; KK131614.

Love note to you. Another reason ... you haven't really shopped until you've shopped at Polk's. (In Chicago daily tribune, Mar. 31, 1958, p.16) © 31Mar58; KK134844.

A man's best friend, his mower. (In Chicago daily tribune, Apr. 14, 1958, p.7) © 14Apr58; KK135265.

Meet the family; it made us feel like real old codgers. (In Chicago daily tribune, Nov. 20, 1957, p.6) © 20Nov57; KK131617.

Midnight house cleaning; imagine dusting 247 television sets daily. (In Chicago daily tribune, Jan. 1, 1958, p.10) © 1Jan58 (in notice: 1957); KK131852.

1531 women with a secret; we've been talking with women about dish-washers for years. (In Chicago daily tribune, Jan. 22, 1958, p.5) © 22Jan58; KK131858.

Old pianos wanted. (In Chicago daily tribune, Apr. 2, 1958, p.16) © 2Apr58; KK135262.

Old-style Thanksgiving? No. We have America's largest selection of ranges, freezers. (In Chicago daily news, Nov. 23, 1957, p.5) © 26Nov57; KK131551.

One by one; it's the reason why we have America's biggest selection of finest brands. (In Chicago daily tribune, Dec. 9, 1957, p.7) © 9Dec57; KK131569.

POLK BROS., INC. Cont'd.

Recipe for a long life; makes us extra glad to have America's biggest selection of kitchen equipment. (In Chicago daily tribune, Jan. 6, 1958, p.18) © 6Jan58; KK131853.

Red carpet over Chicago; when we deliver ... over your floors to protect them. (In Chicago daily tribune, Dec. 11, 1957, p.11) © 11Dec57; KK131570.

Take your pick; one of the best salesmen in our television department. (In Chicago daily tribune, Nov. 6, 1957, p.5) © 6Nov57; KK131613.

Tale of a tub; which is why we have America's biggest selection of famous brand washers and dryers. (In Chicago daily tribune, Jan. 13, 1958, p.6) © 13Jan58; KK131855.

Wanted: railroad presidents; one reason we've become a terminal for electric train buyers. (In Chicago daily tribune, Dec. 16, 1957, pt.1, p.14) © 16Dec57; KK131571.

The way to a woman's heart; a suburban friend told us ... she had fallen in love with one of your complete kitchen packages. (In Chicago daily tribune, Dec. 23, 1957, p.6) © 23Dec57; KK131553.

We wouldn't kid you; in the television department alone. (In Chicago daily news, Nov. 19, 1957, p.5) © 19Nov57; KK131615.

We're not fancy-pants; shopping shouldn't be an ordeal. (In Chicago daily tribune, Apr. 23, 1958, p.6) © 23Apr58; KK135267.

What's a bargain? (In Chicago daily tribune, Jan. 15, 1958, p.14) © 15Jan58; KK131856.

Where are you, saddle buddy? (In Chicago daily tribune, Apr. 7, 1958) © 7Apr58; KK135263.

Why we're open 7 days a week; so Sunday is family day. (In Chicago daily tribune, Jan. 8, 1958, p.7) © 8Jan58; KK131854.

POND'S GOOD GROOMING SERVICE. ©

Could you suggest some summer hair styles. (Young ideas from Polly Ponds) (In Daily local news, June 10, 1957, p.2) Appl. author: J. Walter Thompson Co. © 10Jun57; KK132758.

Do you think a teen-ager should wear perfume? (Young ideas from Polly Ponds) (In Daily local news, Nov. 4, 1957, p.2) Appl. author: J. Walter Thompson Co. © 4Nov57; KK132764.

I enjoy winter sports but ... my skin gets chapped and sore. (Young ideas from Polly Ponds) (In Daily local news, Jan. 8, 1958, p.2) Appl. author: J. Walter Thompson Co. © 8Jan58 (in notice: 1957); KK132767.

I think my arms are too thin and my elbows are knobby. (Young ideas from Polly Ponds) (In Daily local news, Aug. 19, 1957, p.2) Appl. author: J. Walter Thompson Co. © 19Aug57; KK132760.

I'd rather wear socks than stockings. (Young ideas from Polly Ponds) (In Daily local news, Sept. 18, 1957, p.2) Appl. author: J. Walter Thompson Co. © 18Sep57; KK132762.

My hair is awfully dull looking. (Young ideas from Polly Ponds) (In Daily local news, Sept. 9, 1957, p.2) Appl. author: J. Walter Thompson Co. © 9Sep57; KK132761.

My skin is very sallow. (Young ideas from Polly Ponds) (In Daily local news, Nov. 14, 1957, p.2) Appl. author: J. Walter Thompson Co. © 14Nov57; KK132765.

The skin on my arms and legs is awfully dry. (Young ideas from Polly Ponds) (In Daily local news, June 17, 1957, p.2) Appl. author: J. Walter Thompson Co. © 17Jun57; KK132759.

Whenever I apply make-up, it looks all right for about half an hour. (Young ideas from Polly Ponds) (In Daily local news, Oct. 16, 1957, p.2) Appl. author: J. Walter Thompson Co. © 16Oct57; KK132763.

Would cutting make my eyelashes grow in longer? (Young ideas from Polly Ponds) (In Daily local news, Nov. 19, 1957, p.2) Appl. author: J. Walter Thompson Co. © 19Nov57; KK132766.

PORTLAND CEMENT ASSN. ©
Soil-cement roads in Louisiana.
© 31Oct57; KK131446.

PORTLAND FURNITURE MANUFACTURING CO. ©
Biltwell presents an entirely new approach to sofa-bed construction; Komfi-Koil. (In Pacific marketer, May 1958, p.7) © 26May58; KK134952.

POWERNAIL CO. ©
Powernail. Approx. 1000 2" Power-cleats. © 10Oct57; KK133039.

PRECISION PLASTICS CO. ©
Trophy kit; all-plastic construction kit complete with trophy mounting plaque. Royal Bengal tiger. No. A201-250. © 11Apr58; KK134737.

Trophy kits; all-plastic construction kit complete with trophy mounting plaque. Fighting blue marlin. Fl01-100. © 15May58; KK134739.
Trophy kits; assembly and painting instructions. Fighting blue marlin. © 15May58; KK134786.
Trophy kits; assembly and painting instructions. Royal Bengal tiger. © 11Apr58; KK134738.

PRESCOTT (J. L.) CO. ©
Dazzle bleach. Half gallon. NM: design. © 3Mar58; KK133522.
Dazzle starch; concentrated, just add water. Half gallon. © 20Apr58; KK134921.

PRINCE MACARONI MANUFACTURING CO. ©
Italian sauces. (Signor Pasta) © 1May58; KK134075.

PRINCESS MARCELLA BORGHESE, INC. ©
Princess Marcella Borghese introduces the new renaissance of beauty. Lip Brillante; nail Cristallo. (In Vogue, May 1958, p.18-19) Appl. author: Irving Serwer Advertising, Inc. © 1May58; KK134601.

PRINTED SUPPLIES CO.
Shower Song, the original disposable caps. 20 caps. Appl. states prev. pub. no. 129190; 129363. NM: revision. © Howard Andersen d.b.a. Printed Supplies Co.; 16Dec57; KK130966.

PROCTER & GAMBLE CO. ©

Completely new and Ivory-safe; Ivory Liquid detergent. (In The Battle Creek enquirer & news, Feb. 19, 1958, section 3, p.3) © 19Feb58; KK132775.

Discover this promise of beauty care; new aqua-milk Dreft. Now the luxury liquid for dishwashing. Appl. author: Ruth Cerrone. © 9Mar58; KK133069.

Golden Fluffo for perfect baking and frying; pure shortening. (Fluffo plaid canister design) Net weight 3 pounds. © 4Nov57; KK134751.

Greatest thing since Ivory floated; Ivory Liquid; just floats you thru the dishes. (In The Milwaukee journal, Dec. 1, 1957, Sunday magazine, p.5) Appl. author: Compton Advertising, Inc. © 1Dec57; KK131086.

Look, new, all new and Ivory-safe; Ivory Liquid. (In The Battle Creek enquirer & news, Mar. 12, 1958, section 3, p.10) © 12Mar58; KK132971.

Mr. Clean, new all-purpose cleaner. Floors, walls, kitchen. Giant size. Net 1 pint 12 fl. oz. © 17Apr58; KK134953.

Now, totally new kind of bath and beauty bar; Zest. (In The Hartford courier) Appl. author: Benton & Bowles, Inc. © 10Feb57 (in notice: 1956); KK131454.

One billion unfilled cavities must be wrong, by Marguerite Higgins. Crest tooth paste with Fluoristan. (In McCall's, Aug. 1957, p.12-13) Appl. author: Benton & Bowles, Inc. © 21Jul57; KK131964.

PRODUCTION & MARKETING CO. ©

Scrabble for juniors. Anchors. Appl. author: Marian E. Stringer. © 2Jan58; KK131775.

Scrabble for juniors. Wheel, dove [and other objects] Appl. author: Marian E. Stringer. © 2Jan58; KK131776.

PROSPERITY CO. ©

Another Prosperity first; the all new cabinet collar and cuff finisher. (In Starchroom laundry journal, Jan. 15, 1958, p.27) Appl. author: Barlow Advertising Agency. © 15Jan58; KK131631.

Double, double, yes, double; shirt folding production with the new Prosperity fully automatic shirt folder. (In American laundry digest, May 15, 1958, p.33) Appl. author: Barlow Advertising Agency. © 15May58; KK134354.

Faster, finer finishing at lower cost; the new Prosperity wash pants unit with power circle pressure. (In American laundry digest, May 15, 1958, p.37) Appl. author: Barlow Advertising Agency. © 15May58; KK134685.

Faster production in less space; new wash pants units. (In American laundry digest, Jan. 15, 1958, p.7) Appl. author: Barlow Advertising Agency. © 15Jan58; KK132031.

Finishes everything in wearing apparel bundle; new Prosperity one-operator Appar-All finishing unit. (In American laundry digest, May 15, 1958, p.39) Appl. author: Barlow Advertising Agency. © 15May58; KK134688.

Get all the profits and increase your dry cleaning volume with the new Prosperity electrically heated one-girl shirt unit. (In National cleaner & dyer, May 1958, p.45) Appl. author: Barlow Advertising Agency. © 5May58; KK134350.

Greater profits; electrically heated shirt finishing ... with the Prosperity electrically heated 1-girl shirt unit. (In American laundry digest, Jan. 15, 1958, p.4) Appl. author: Barlow Advertising Agency. © 15Jan58; KK131630.

Highest profit combination, the Econo-Matic cleaning unit with the Econo-Miser solvent reclaiming. (In Cleaning & laundry age, Dec. 1957, p.2) Appl. author: Barlow Advertising Agency. © Prosperity Co., Inc.; 5Oct57; KK131411.

How can you make more money? Mr. Dry Cleaner, if you want to prosper. (In Cleaning laundry world, Jan. 1958, p.13) Appl. author: Barlow Advertising Agency. © 15Aug58; KK131632.

Make one-stop service pay off ... with the Prosperity plan for on-premise shirt finishing. (In American drycleaner, Apr. 1958, p.53) Appl. author: Barlow Advertising Agency. © 15Apr58; KK134356.

More shirts per hour than any 2-girl shirt finishing unit in the world. (In American laundry digest, May 15, 1958, p.35) Appl. author: Barlow Advertising Agency. © 15May58; KK134686.

Never before, an all-purpose press combo like this; new Prosperity 3-in-1 all-purpose dry cleaner's press. (In American drycleaner, Apr. 1958, p.59) Appl. author: Barlow Advertising Agency. © 15Apr58; KK134351.

New in size; now from Prosperity comes an entirely new dry cleaning machine; the new Prosperity 55. (In American drycleaner, Jan. 1958, p.57) Appl. author: Barlow Advertising Agency. © 15Jan58; KK131873.

The new Prosperity one operator electrically-heated apparel unit. (In American laundry digest, Jan. 15, 1958, p.6) Appl. author: Barlow Advertising Agency. © 15Jan58; KK132032.

Nothing like it in the industry; model 12-C, all new 55 lb. dry cleaning unit. (In American drycleaner, Apr. 1958, p.57) Appl. author: Barlow Advertising Agency. © 15Apr58; KK134353.

Presto, it machine finishes all shapes and sizes in the wearing apparel bundle; it's the new Prosperity one-operator Appar-All finishing unit. (In Starchroom laundry journal, Feb. 15, 1958, p.45) Appl. author: Barlow Advertising Agency. © 15Feb58; KK132589.

Reduce operator fatigue ... with these faster Prosperity air-operated clothing manufacturers' trouser presses. Model 249-MO [and 3 other] presses. (In Daily news record, May 5, 1958, p.23) Appl. author: Barlow Advertising Agency. © 5May58; KK134352.

See the 4th dimension smashed; Prosperity breaks the time barrier at the A. I. L. show. One-operator Appar-All finishing unit [and 8 other machines] Appl. author: Barlow Advertising Agency. © 17Jan58; KK132585.

The shape of things is here; the new Prosperity dry cleaner's all-purpose utility press. (In American drycleaner, Jan. 1958, p.60) Appl. author: Barlow Advertising Agency. © 15Jan58; KK131521.

Simplified operation, unsurpassed cleaning with the new Prosperity model super 7-C, synthetic cleaning unit. (In American drycleaner, Jan. 1958, p.58-59) Appl. author: Barlow Advertising Agency. © 15Jan58; KK131904.

3 new Prosperity clothing manufacturers presses. Model 1009-MO-U(R & L) [and 2 other models] (In Daily news record, Jan. 13, 1958, section 1, p.23) Appl. author: Barlow Advertising Agency. © 13Jan58; KK131516.

Uniform cleaning quality ... with the new Prosperity model super 7-C synthetic cleaning unit. (In American drycleaner, Apr. 1958, p.55) Appl. author: Barlow Advertising Agency. © 15Apr58; KK134355.

PROTEX PRODUCTS CO., INC. © Clips for dresses, blouses, housecoats; the original garment slenderizer. © 20Sep57; KK134167.

PROTEX-A-COTE, INC. © Chemcrete for maintenance; the new epoxy chemical sensation ... beats concrete in all ways. Segments A and B. 1 gallon trial kit. Appl. author: David R. Minkoff. © 1Mar58; KK132586.

PRUITT, THOMAS DAVID. © Food and your body; pure kelp is one of the world's best foods. © 7Jan58; KK131083. Pure kelp; organic-prevention, O-P plan. © 7Feb58; KK131834.

PSORADE CO. © Ointment; for relief of scales, crusts ... associated with psoriasis. Net weight: 4 oz. © 21Apr58; KK133466.

PUBLISHER'S CLEARING HOUSE. Customer bulletin; more fine magazines for young and old at money-saving prices. © Publisher's Clearing House, Harold E. Mertz, general partner; 18Dec57; KK131938.

Special introductory offer; your favorite magazines at savings up to 50%. © Publisher's Clearing House, Harold E. Mertz, general partner; 18Dec57; KK131937.

34 of America's finest magazines at tremendous savings. © Publisher's Clearing House, Harold E. Mertz, general partner; 18Dec57; KK131936.

PURDUE GROOVE. © Sounds of 1958. © 14May58; KK134218.

PURE OIL CO. © Caps 'em all for performance; proved and proved again, Pure gasolines. (In The Knoxville news-sentinel, home ed.) © 25Mar58; KK133559. The quality-economy gasoline new Pure regular gives premium performance in 3 out of 4 cars. Pure-Pep regular; Pure-super-premium. (In Cleveland plain dealer) © 25Mar58; KK133438.

PUREX CORP., LTD. © Announcing the greatest development in laundering since detergents. New, a safe, dry, chlorine bleach; Beads-O'-Bleach. (In Life,

June 2, 1958, p.41) Appl. author: Foote, Cone & Belding. © 29May58; KK134983.

Bleach goes modern. (In The Wichita beacon, Nov. 7, 1957, p.D-3) Appl. author: Foote, Cone & Belding. © 7Nov57; KK131193.

New, a bleach you can pour like this. (In The Sacramento bee, Feb. 25, 1958, p.B-3) Appl. author: Foote, Cone & Belding. © 25Feb58; KK132429.

New, a bleach you can pour like this. (In Wichita beacon, Wichita, Kan., Mar. 6, 1958, p.2B) Appl. author: Foote, Cone & Belding. NM: revision. © 6Mar58; KK134159.

New, a safe chlorine bleach that beats any liquid bleach; Beads-O'-Bleach. Special 40¢ get acquainted offer. (In Life, May 5, 1958, p.72-73) Appl. author: Foote, Cone & Belding. © 1May58; KK134440.

New, modern Purex bleach. Net contents: one gallon. © 27Dec57; KK131281.

PURITAN RESEARCH CORP. © Now, the British miracle that creates super plants; these magic English pellets called Fred Streeter's plant growth tablets. (In New York herald tribune, June 15, 1958, section 4, p.18) © 15Jun58; KK135048.

Q

QUAKER OATS CO. © Chuck Wagon charcoal wheels. Net weight 5 pounds. © 8Aug57; KK135069.

QUALITY BAKERS OF AMERICA COOPERATIVE, INC. ©

Bread with a bonus; Stroehmann's Sunbeam. Boy and loaf in cart with woman. (In Binghamton press) © 27Mar58; KK135078.

Bread with a bonus; Stroehmann's Sunbeam. Boy [holding slice] and woman holding loaf. (In Binghamton press) © 10Apr58; KK135079.

Bread with a bonus; Stroehmann's Sunbeam. Boy on bicycle [with basket of groceries] (In Binghamton press) © 25Mar58; KK135077.

Bread with a bonus; Stroehmann's Sunbeam. Girl and boy with loaf on boy's head. © 10Mar58; KK133902.

Bread with a bonus; Stroehmann's Sunbeam. [Woman's hands pushing filled grocery cart] © 20Mar58; KK133901.

Sunbeam adds a bonus; Sunbeam enriched bread. Miss Sunbeam with a hot dog on a fork. © 1Jun58; KK134919.

Take me home. Sunbeam, bread with a bonus. Little girl pointing to loaf. © 1Apr58; KK133161.

That's my girl; Sunbeam's got it, and so much more. Sunbeam enriched bread. Young boy pointing to loaf. © 10Oct57; KK132500.

Wow, Sunbeam energy; Sunbeam's got it, and so much more. Sunbeam enriched bread. Miss Sunbeam watching toast pop from toaster. © 1Mar58; KK132501.

QUALITY CHEKD DAIRY PRODUCTS ASSN. © Cherry Twinkle; coconut sprinkled ice cream. 1/2 gal. liquid. Appl. author: Marathon, division of American Can Co. © 1Jan57; KK133654.

Gray's toasted karmel Quality Chekd ice cream. 1/2 gal. liquid. © 1Jan57; KK131862.

QUALITY CHEKD DAIRY PRODUCTS ASSN. Cont'd.

Island Farm Hawaiian strawberry Quality Chekd ice cream. 1/2 gal. liquid. Appl. author: Campbell-Mithun, Inc. © 1Jan57; KK131861.
McDonald Banana Bonanza, with rich chunks of chocolate; Quality Chekd ice cream. 1/2 gal. liquid. Appl. author: Campbell-Mithun, Inc. © 1Jan57; KK133429.

QUALITY DAIRY CO. ©

Word-finding contest. King Quality. (In St. Louis globe-democrat) Appl. author: Paul D. Kranzberg. © 9Mar58; KK133267.

R

RADIATION COUNTER LABORATORIES, INC. ©

Introducing RCLlac-32 and 128, transistorized multi-channel scaler-analyzer data processing systems. RCL's 256, channel analyzer. (In Nucleonics, Jan. 1958, p.29) © 1Jan58; KK132570.

RADIO CORP. OF AMERICA. ©

Here are 6 new engineering positions at RCA in advanced military electronics projects. (In The Philadelphia inquirer, Feb. 2, 1958, p.48) Appl. author: Al Paul Lefton Co., Inc. © 2Feb58; KK132207.

RAINBOW CRAFTS, INC. ©

The original Play-Doh, modeling dough. Play-Doh four-pak. PD-259. Net weight 2 1/4 lbs. Appl. author: John J. Robinson. © 30Jan58; KK133199.

RAMSEY CORP. ©

Be double sure, only Ramco gives you 2 circumferential expansion action oil rings; 10-Up piston ring sets. (In Southern automotive journal, Feb. 1958, p.4 of cover) Appl. author: Hanson & Stevens, Inc. © 6Feb58; KK133848.

Now Ramco jobbers are double sure; Ramco's multi-million dollar step. 10-Up piston ring sets. (In Motor service magazine, Apr. 1958, jobber news supplement, insert) Appl. author: Hanson & Stevens, Inc. © 15Apr58; KK133845.

\$1.25 gift to you; get started right now in Ramco's ... drain-out campaign. Drain-out time is Ramco Pellets time. (In The Gasoline retailer, Apr. 2, 1958, p.23) Appl. author: Hanson & Stevens, Inc. © 2Apr58; KK135105.

Only Ramco gives me 2 circumferential expansion oil rings to make me double sure; 10-Up piston ring sets. (In Southern automotive journal, Mar. 1958, p.4 of cover) Appl. author: Hanson & Stevens, Inc. © 6Mar58; KK133846.

Ramco jobbers are double sure to pop up with profits 2 ways; this year Ramco jobber profits will really pop. 10-Up piston rings. (In Motor service magazine, Feb. 1958, jobber news supplement, insert) Appl. author: Hanson & Stevens, Inc. © 15Feb58; KK133844.

Smart motorists want Ramco re-powering; double sure Ramco 10 Up sets. Piston rings. (In Southern automotive journal, May 1958, p.4 of cover) Appl. author: Hanson & Stevens, Inc. © 6May58; KK135104.

The world's most modern piston ring plant; another forward move by Ramco. Appl. author: Hanson & Stevens, Inc. © 5Dec57; KK132096.

You're double sure when you call for Ramco 10-Up sets because only Ramco gives you circumferential expansion chrome oil rings. (In Southern automotive journal, Jan. 1958, p.4 of cover) Appl. author: Hanson & Stevens, Inc. © 6Jan58; KK133847.

RAND RUBBER CO., INC. ©

Breeth-Ees, baby pants. 75 Bloomer New Look. Large 19-23 lbs. Appl. author: Le Roy H. Rand. © 16Apr58; KK134746.

RA-PID-GRO CORP. ©

The original liquid plant food. Planting & feeding guide for home gardeners. © 10Mar58; KK134165.

RAPP-RAMSEY CO. ©

Fast brand heavy duty sanitizing cleaner and disinfectant. Contents 1 pint 4 fl. ozs. Appl. author: Tidy House Products Co. © 8Apr58; KK13375.

Tidy House GlossTex; new, the modern way to starch any color. Blue. 64 fluid ounces. Appl. author: Jim Nash. © 3Apr58; KK133858.

Tidy House GlossTex, the modern way to starch. White. 64 fluid ounces. Appl. author: Jim Nash. © 3Apr58; KK133857.

RAYEX CORP. ©

French design sunglasses. © 2Dec57; KK131724.

Little Leaguer sunglasses; guaranteed safe for children, unbreakable 6 base lenses. © 2Dec57; KK131723.

New Minalite sunglasses; silicone coated lenses. © 2Jan58; KK131025.

REALEMON-PURITAN CO. ©

It's sweet and simple to make delicious lemonade. Reconstituted lemon juice; California frozen lemonade. (In Woman's day, June 1956, p.103) © 24May56; KK134376.

Order on the double for bigger profits. Realemon brand reconstituted lemon juice; Realprune prune juice. (In Super-market news, Feb. 25, 1957, p.1) © 25Feb57 (in notice: 1956); KK134896.

Realemon promotes sales with Reader's digest. Reconstituted lemon juice; frozen concentrate for lemonade. (In Chain store age, Mar. 1957, p.2) © 28Feb57; KK131539.

Summer profit line-up; sensational new plastic squeeze lemon. Reconstituted lemon juice, lime juice [and 6 other products] (In Chain store age, Apr. 1957, p.2) © 1Apr57; KK131979.

REARDON CO. ©

New tinting system; it's hot. Dramex; Bondex. (In American paint & wallpaper dealer, May 1958, p.4) Appl. author: D'Arcy Advertising Co. © 1May58; KK134501.

Protects against efflorescence; Bondex silicone waterproofing. Transparent; for structurally sound exterior above-grade masonry surfaces. Appl. author: D'Arcy Advertising Co. © 1Jan57; KK133409.

Top fashion colors; here's what the Reardon Company is doing to help you sell its new tinting system for Bondex, Bondex heavy duty. Merchandising kit. Appl. author: D'Arcy Advertising Co. © 1Jan58; KK133410.

REARDON PRODUCTS. ©

Re-Seal, compounded with copper, bronze, lead; for all water, gas, steam leaks. © 13Jun58; KK135170.

REASON-HILL CORP. ©

How to control pests with R-H granules; weed 'em and reap with R-H weed Rhap, R-H brush Rhap. © 1Feb58; KK132135.

RED HEART DIVISION, JOHN MORRELL & CO. SEE Morrell (John) & Co.

REDI-CRETE, INC. ©

One hundred and one uses; ready mix concrete. © 19Sep57; KK131245.

Redi Pete, says: it's time to fix up with Redi-Crete. Ready mix concrete. © 10Oct57; KK131246.

REFLECTOR HARDWARE CORP. ©

RHC Spacemaster merchandising equipment. How-to-do-it guides. (In The Boys' outfitter, Apr. 1957, p.257) © 1Apr57; KK133526.

3 modular systems. Spacemaster. © 6Jan58; KK133326.

REGAL. ©

The Continental moccasin goes to work, too. (In The New York times, May 20, 1958, p.14) Appl. author: Doyle Dane Bernbach, Inc. © 20May58; KK134911.

The shoe that's started a revolution; at Regal ... Continentals. (In The New York times, Mar. 25, 1958, p.18L) Appl. author: Doyle Dane Bernbach, Inc. © 25Mar58; KK133499.

This Continental speaks your language. Note ... the full sole and heel, the rich leather. (In The Washington post & times herald, Apr. 16, 1958, p.A7) Appl. author: Doyle Dane Bernbach, Inc. © 16Apr58; KK133989.

The 3 great style trends in men's shoes. Continental, Madison Avenue, Casual. (In Daily news, New York, Dec. 18, 1957, p.23) Appl. author: Doyle Dane Bernbach, Inc. © 18Dec57; KK131500.

You wouldn't wear winter clothes today, why wear winter shoes? See the wonderful Continental way they have with summer shoes. (In The Washington post & times herald, Washington, D. C., May 22, 1958, p.A11) Appl. author: Doyle Dane Bernbach, Inc. © 22May58; KK134912.

REGAL KNITWEAR CO., INC. ©

Young Couture swimwear. © 1May58; KK134788.

REGO, DAVID. ©

National Service. Car buying specialists. © 14May58; KK134196.

RE-LAX-O PRODUCTS. ©

Dr. Widmoyer's Re-Lax-O chiropractic tables. Appl. author: Juhl Advertising Agency. © 20Feb58; KK132960.

REPUBLIC MOLDING CORP. ©

All plastic hamper; Polly Flex. Appl. author: Elon Olson. © 15Oct57; KK132078.

Another hi-profit merchandising package by Republic's Polly Flex. Unit-pack display no.410. Appl. author: Elon Olson. © 10Dec57; KK132077.

It pays to look to Republic's Polly Flex ... polyethylene housewares. Appl. author: Elon Olson. © 20Dec57; KK132076.

Polly Flex; all polyethylene clothes hamper. Appl. author: Elon Olson. © 15Jan58; KK132079.

Polly Flex; all polyethylene hamper. Appl. author: Elon Olson. © 1Nov57; KK132080.

Polly Flex; deluxe hamper of virgin polyethylene. Appl. author: Elon Olson. © 15Jan58; KK132081.

Polly Flex housewares; all polyethylene hampers. The Senior; Junior. Appl. author: Richard J. Honeychurch. © 1Mar58; KK133469.

Polly Flex polyethylene housewares; smartly designed ... by the greatest name in plastics. Garbage pail; utility basket. Appl. author: Richard J. Honeychurch. © 20Apr57; KK132440.

Polly Flex polyethylene housewares; smartly designed ... by the greatest name in plastics. Large oval clothes basket [and other items]. Appl. author: Richard L. Honeychurch. © 20Mar57; KK132075.

Polly Flex polyethylene housewares; smartly designed ... by the greatest name in plastics. Pails. Appl. author: Richard J. Honeychurch. © 20May57; KK132437.

Polly Flex, the greatest name in plastics; all virgin polyethylene cutlery tray. Appl. author: Elon Olson. © 20Dec57; KK132438.

RESEARCH & ANALYZING CO. ©

Likeness of Ford's excellence as compared to Cadillac's. Appl. author: Harry Christian. © 19Apr57; KK131547.

RESULTS UNLIMITED.

Bye, baby bunting, daddy's gone a-hunting; hunting for a new car. National Community Bank. © Abe A. Green & Louis L. Gingold t.a. Results Unlimited; 18Apr58; KK133694.

Little Boy Blue, come, blow your horn; share this convenient, easy way to loan-by-mail. National Community Bank. © Abe A. Green & Louis L. Gingold t.a. Results Unlimited; 21Mar58; KK133126.

Once upon a time; there was an old woman who lived in a shoe. Loan-by-mail. National Community Bank. © Abe A. Green & Louis L. Gingold t.a. Results Unlimited; 26Feb58; KK132283.

Wee Willie Winkie runs through the town; the saver's best friend is a bank. National Community Bank. © Abe A. Green & Louis L. Gingold t.a. Results Unlimited; 3Feb58; KK132033.

RETAIL MARKETERS, INC. ©

Penrod & Penny. Gather round, boys and girls, to meet two keen fashion scouts. Forbes & Wallace. Appl. author: Max Fleisig. © 5Jul57; KK131502.

REUBEN, GHITA & SAMUEL REUBEN d.b.a. HOUSE-GARD MANUFACTURING CO. SEE House-Gard Manufacturing Co.

REUBEN, SAMUEL & GHITA REUBEN d.b.a. HOUSE-GARD MANUFACTURING CO. SEE House-Gard Manufacturing Co.

REVLON, INC. ©

Amazing new discovery for rough, red, hurt hands; medicated Silicare. (In Chicago Sunday Tribune magazine, Mar. 3, 1957, p.6) © 3Mar57; KK134929.

Are you ready for Futurama? The jewelry with the lipstick inside. (In Life, Mar. 10, 1958, p.27) Appl. author: Warwick & Legler, Inc. © 6Mar58; KK133368.

Are you ready for Futurama? The jewelry with the lipstick inside. (In The New York Times, Feb. 9, 1958, p.112) Appl. author: Warwick & Legler, Inc. © 8Feb58; KK131849.

The change on your lips is electrifying; Lustrous lipstick. (In Vogue, Feb. 1, 1958, p.21) Appl. author: Warwick & Legler, Inc. © 1Feb58; KK131738.

Designed for the smart woman; Lustrous lipstick, the first, luscious high-gloss lipstick. (In The New York Times, Oct. 13, 1957, p.109) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 13Oct57; KK131260.

Don't watch the \$64,000 Question tonight, if you have all the money you want. (In The New York Times, Apr. 1, 1958, p.46) Appl. author: Warwick & Legler, Inc. © 31Mar58; KK132975.

Even the smartest make-up can't hide tired, strained eyes. Eye-Fresh, eye beauty drops. (In Sunday News, New York, Oct. 13, 1957, magazine section, p.60) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 13Oct57; KK131259.

Fashion's new excitement for your fingertips; Gold Frosted nail enamel. (In Vogue, May 1958, p.20-21) Appl. author: Warwick & Legler, Inc. © 1May58; KK133801.

Futurama; this Christmas, give the jewelry with the lipstick inside. (In The New York Times, Dec. 15, 1957, p.111) Appl. author: Warwick & Legler, Inc. © 14Dec57; KK130942.

If you want a fashionable figure but just can't stop over-eating; Thin-down. (In The Sun, Baltimore, Feb. 2, 1958, p.B-28) © 2Feb58; KK131847.

Just released, new Living Curl; the first hair spray guaranteed to leave no ugly film. (In Ketchum Profit Parade, May 1958, p.12) Appl. author: Warwick & Legler, Inc. © 1May58; KK133796.

Just released, the first hair spray to leave your hair clean. Living Curl. (In This Week Magazine, June 15, 1958, p.24-25) Appl. author: Warwick & Legler, Inc. © 14Jun58; KK135070.

Never a letdown when you trade up with Revlon. Living Curl, hair spray; Top Brass, moisturizing hair dressing for men. (In Chain Store Age, May 1958, toiletries sales manual section, p.8-9) Appl. author: Warwick & Legler, Inc. © 7May58; KK134726.

New color excitement; Butterfly Pink, for lips, fingertips and toe-tips, too. (In Life, June 9, 1958, p.38-39) Appl. author: Warwick & Legler, Inc. © 5Jun58; KK134822.

New kind of tanning lotion; Sun Bath. (In This Week Magazine, Dec. 28, 1957, p. 3 of cover) © 28Dec57; KK132101.

New, Satin Set, scientifically formulated for professional use only. The new fine mist hair spray. (In American Hairdresser, May 1958, p.23) Appl. author: Warwick & Legler, Inc. © 25Apr58; KK133836.

Now, from fabulous oil of mink; just spray and 1000 lights gleam in your hair. High Gloss. (In Harper's Bazaar, May 1958, p.11) © 1May58; KK133931.

Now, tan to gold without burning; Sun Bath. (In Seventeen, June 1958, p.4 of cover) © 1Jun58; KK134775.

Surprise her on Mother's Day with the gift of elegance; Futurama by Revlon, fabulous jewelry with lipstick inside. (In The New York Times, May 4, 1958, p.117) Appl. author: Warwick & Legler, Inc. © 3May58; KK134070.

Take a flame; Revlon's new color, Red Caviar, a soft-spoken scarlet ... for lips and matching fingertips. (In The New York Times, Nov. 3, 1957, p.118) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 3Nov57; KK131261.

This baby need never cry again from pain of skin irritations; medicated Baby Silicare lotion; powder. (In True Story, Mar. 1958, p.17) © 7Feb58; KK132548.

This baby need never cry again from pain of skin irritations; medicated Baby Silicare powder; lotion. (In My Baby, Mar. 1958, p.9) © 10Feb58; KK132946.

This baby need never cry again from pain of skin irritations; medicated Baby Silicare powder; lotion. (In Parents' Magazine, Dec. 1957, p.15) © 25Nov57; KK131555.

This candlelight complexion can be yours in any light; Touch-and-Glow liquid make-up, new pressed powder, face powder. (In McCall's, Feb. 1958, p.4 of cover) Appl. author: Warwick & Legler, Inc. © 28Jan58; KK131737.

This is the pale, pale pink that started a new French revolution; new color for lips, Pink Heaven. (In Seventeen, Apr. 1958, p.6-7) Appl. author: Warwick & Legler, Inc. © 1Apr58; KK133610.

The translucent look; Touch-and-Glow pressed powder and liquid make-up. (The new translucent look) Girl with black veil. (In The New York Times, Feb. 16, 1958, p.107) Appl. author: Warwick & Legler, Inc. © 16Feb58; KK132545.

What a deal; Revlon's sensational new Satin Set offer. The new fine hair spray. (In American Hairdresser, June 1958, p.15) Appl. author: Warwick & Legler, Inc. © 19May58; KK134774.

REYNOLDS MANUFACTURING CO. ©

Go with Reyco; 30 series, Champion. T-158. (In Commercial Car Journal, Jan. 1958, p.121) Appl. author: Ralph Aquila Nelms. © 10Jan58; KK133226.

In all the world surpassed by none; Revco brake drums. D-158. (In Commercial Car Journal, Mar. 1958, p.14) Appl. author: M. B. Valentine. © 10Mar58; KK133670.

Protection for the Mutrie investment; Reyco 21 Challenger series tandem. T-358. (In Petroleum & Chemical Transporter, Mar. 1958, p.6) Appl. author: Ralph Aquila Nelms. © 10Mar58; KK133986.

Stop that hop, when your trailers hop like a kangaroo; install Reyco 22 series tandem with axle stabilizer. T-258. (In Transport Topics, Feb. 10, 1958, p.10) Appl. author: Ralph Aquila Nelms. © 10Feb58; KK133358.

REYNOLDS METALS CO. ©

Frozen french fries cook best on Reynolds Wrap; pure aluminum foil. (In Life, Mar. 24, 1958, p.14) © 24Mar58; KK134796.

Hinting license; Christmas season; 1957. Give and hint for gifts made with Reynolds aluminum. © 1Nov57; KK131513.

New Lenten delight; individual tuna dreamboats baked in Reynolds Wrap. (In Good Housekeeping, Apr. 1958, p.169) © 20Mar58; KK135340.

RICH PLAN OF KANSAS CITY.

Membership; all food unconditionally guaranteed. © Dante Guido, sole owner Rich Plan of Kansas City; 15Dec57; KK132383.

RICH PRODUCTS CORP. ©

4 frozen chocolate eclairs. Net wt. 6 ozs. Appl. author: Marathon, division of American Can Co. © 7Apr58; KK133653.

RICHARD (A. C.) CORP. ©

Dearfoams; deep cushiony foam rubber innersoles. © 5Feb58; KK132395.

RICHARD (CAROLYN) CREATIONS CO.

Pony girl braid holders. © Carolyn Richard Creations Co., solely owned by Robert H. Tullar; 24Mar58; KK133483.

RICHARDS CO. ©

Mixes anywhere; try a Satellite Cocktail. Prince Alexis vodka. (In Seattle post intelligencer, Oct. 19, 1957) Appl. author: W. J. Abrams. © 19Oct57; KK134727.

RICHARDS MANUFACTURING CO. ©

Elliot type supracondylar nail plate. Laminectomy retractors. Lateral traction device. Appl. author: J. Don Richards. © 25Apr58; KK135009.

New pneumatic tourniquet. 1310-400 gage set-up; 1310-500 pump. Appl. author: Harry T. Treace. © 3Apr58; KK133197.

Protect your hands with Richards portable cassette holder. No. 458. Appl. author: Harry T. Treace. © 3Apr58; KK133196.

Stapes microdrill; the Stapes microdrill fits onto the Chaye's hand-piece as used with the ordinary mastoid drill. Appl. author: Harry T. Treace. © 20Dec57; KK130752.

RICHMOND, VIRGINIA. ©

Prince Collie. © 21Nov56; KK133140.

RICHMOND FIREPROOF DOOR CO.

Peelle-Richmond pass windows for schools, churches, hospitals, restaurants, industrial buildings. SEE Peelle Co.

RIXSON (OSCAR C.) CO. ©

Automatic door operator. Model no. 2600-2602. Appl. author: A. H. Schleicher, Jr. © 10Feb58; KK131843.

For every door, exterior or interior, specify Rixson; floor type closers, overhead type closers and the new multi-check door-installed closer. Appl. author: Edwin E. Geiger. © 24Dec57; KK132388.

Multi-check, the truly unique door installed closer. Appl. author: A. H. Schleicher, Jr. © 10Feb58; KK132553.

ROBINSON, MARVIN V. d.b.a. NON-CORROSIVE BATTERY WASHER CO. SEE Non-Corrosive Battery Washer Co.

ROCKIN' K INDUSTRIES. ©

Black Hills wild roses; essence. Appl. author: Harold H. Karr. © 1May58; KK134935.

ROCKWELL SPRING & AXLE CO.

Blood Brothers offers universal joints and assemblies for almost any application. Allegan, Mich. (appl. states Can.) Appl. author: Paxson Advertising, Inc. © Blood Bros. Machine Division, Rockwell Spring & Axle Co.; 27Dec57; KK133301.

Blood Brothers serves industry with universal joints and assemblies for almost any product application. Appl. author: Paxson Advertising, Inc. © Blood Bros. Machine Division, Rockwell Spring & Axle Co.; 27Dec57; KK133300.

For today's most complete line of quality axles and brakes for commercial vehicles, specify Timken-Detroit. (In Automotive news) Appl. author: Norman Fox. © Timken-Detroit Axle Division, Rockwell Spring & Axle Co.; 1Jul57; KK131150.

If it rotates, Timken-Detroit brakes can control it; P series power brakes. (In Design news, Sept. 1, 1957, p. 21) Appl. author: Norman Fox. © Timken-Detroit Axle Division, Rockwell Spring & Axle Co.; 1Sep57; KK131273.

Timken-Detroit axles help keep the Matador on the ready. (In Air Force magazine, June 1957, p. 28-29) Appl. author: Norman Fox. © Timken-Detroit Axle Division, Rockwell Spring & Axle Co.; 1Jun57; KK131272.

ROD'S FOOD PRODUCTS, INC. ©

San-wich Delight gives any sandwich a taste thrill. Net weight 8 oz. Appl. author: Clifford Graham. © 1Jan58; KK131801.

ROGERS BROS. SEED CO., INC.

Potato chiplets, for hashed brown and other potato recipes. Net weight 2 lbs. 12 ozs. © Rogers Bros. Seed Co., Inc. (in notice: Rogers Bros. Seed Co., Food Products Division); 12Sep57; KK132222.

RONSON CORP. ©

Presenting the most advanced electric shaver ever made; new Ronson C-F-L cuts 94% more beard with one stroke. (In Esquire, June 1958, p. 64) © 8May58; KK134621.

RONZONI MACARONI CO., INC. ©

Durum wheat high protein no. 1 semolina spaghetti; 8. Net weight 1 lb. NM: additions. © 1Dec53; KK131768.

Italian style elbows 35 macaroni. Net weight 1 lb. NM: additions. © 1Dec53; KK131767.

ROOF DRAINAGE MANUFACTURERS INSTITUTE. ©

R. D. M. I. Emblem in shape of section of K-gutter over which is superimposed the initials together with name in full of institute. © 1Aug57; KK132160.

ROOT-LOWELL MANUFACTURING CO. ©

R-L, Root-Lowell sprayer; 105 Sure-Seal. 2 gallons. © 31Jan58; KK133907.

R-L, Root-Lowell sprayer; 276 Seal-Tight. 4 gallons. © 31Jan58; KK133906.

ROSE-KAY E-Z BLOCKING CLOTH.

The E-Z blocking cloth, especially designed for home use. © Helen Spritzer d.b.a. Rose-Kay E-Z Blocking Cloth; 12Jun58; KK135163.

ROSS TOGS, INC.

Lana D'Oro; woven in Italy. Appl. author: Louis Rouso. © Russ Togs, Inc. (in notice: Ross Togs); 13May58; KK134182.

ROTHMAN, HARRY. ©

How great is a galaxy? English worsted Saxony suits [and other men's apparel] (In New York times) © 3Apr58; KK132998.

It's June in January at Rothman's; super values for the southbound male. Imported silk-of-silks hand tailored suits [and other clothing] (In The New York times) © 23Jan58; KK131548.

It's time for the sale of sales; 63rd semi-annual sale. Fine wool flannel suits [and other men & boys' [clothing] (In New York Journal-American, Jan. 8, 1958, p. 10) © 8Jan58; KK131105.

It's time for the sale of sales; 63rd semi-annual sale. Fine wool flannel suits [and other men & boys' [clothing] (In New York Journal-American, Jan. 14, 1958, p. 7) © 14Jan58; KK131199.

It's time for our sale of sales; 63rd semi-annual sale. Fine wool flannel suits [and other men & boys' [clothing] (In The New York times, Jan. 2, 1958) © 2Jan58; KK130976.

Launching platform for thousands of New York's best-dressed men. Luxurious cashmere and wool overcoats [and other men's apparel] (In The New York times) © 27Feb58; KK132571.

No. 1 of a series directed to the man who likes to dress well. (In The New York times) © 1May58; KK133792.

No. 2 of a series directed to the man who likes to dress well in good times, in bad times, and in-between times. (In The New York times) © 28May58; KK134702.

No. 3 of a series directed to the man who likes to dress well. (In The New York times) © 17Jun58; KK135046.

Operation southbound. Imported ... pure silk suits [and other men's apparel] (In The New York times) © 6Feb58; KK131777.

What's on the other half of the moon? Here are a few items ... of spring and summer clothing. (In The New York times) © 18Apr58; KK133652.

ROWE PLASTICS & DIE CASTING CO. ©

For those extra keys; Kee-Kee rack. Appl. author: Gordon Lietzow. © 2Jan58; KK131490.

Remembrance card file; rotate the cards. Appl. author: Gordon Lietzow. © 2Jan58; KK131491.

ROX PRODUCTS CO. ©

Rox, the guaranteed masonry paint for every job. Appl. author: Clark & Bobertz, Inc. © 23Jun58; KK135324.

ROYAL CRAFTSMEN, INC. ©

Laguna, the crown jewel look; play the queen with Laguna imported crystals. (In The New Yorker, Feb. 22, 1958, p. 68) Appl. author: Lewin, Williams & Saylor. © 22Feb58; KK133401.

RUDD, EUGENE DANIEL d.b.a. RUDD MANUFACTURING CO. SEE Rudd Manufacturing Co.

RUDD MANUFACTURING CO.

Bug-Off; to protect your car finish. Invisible paint protector. 16 fluid ozs. © Eugene Daniel Rudd d.b.a. Rudd Manufacturing Co.; 3Feb58; KK133237.

RUPPERT (JACOB) BREWERY. ©

Sing out for Knick; Knickerbocker. (In Amsterdam news, Apr. 5, 1958, p. 34) © 5Apr58; KK133890.

RUST MASTER CHEMICAL CORP. ©
Trans Master Seal-Sure with Gyrene,
transmission sealer and conditioner.
Parts no.11A. Contents 10 fluid
ozs. Appl. author: Cory Snow,
Inc. © 20Mar58; KK133400.

RYAN, THOMAS W. d.b.a. PERSONAL AIDS.
SEE Personal Aids.

S

S. O. S. CO. ©
How-to-do-it; easy way to clean off
burned-on food and grease; magic
scouring pads. (In Family circle,
Feb. 1955, p.99) Appl. author:
McCann-Erickson, Inc. © 21Jan55;
KK132732.

SAALFIELD PUB. CO. ©
Big train puzzle box; 4 to 7 years.
No.7494. 5 push-out train puzzles.
By Burton Marks. © 1May58;
KK134121.

Change-O pictures for preschool play.
No.7522. Four heavy boards and 43
brightly colored circles.
© 28Apr58; KK134122.

Flannel Board and 75 colorful
press-on pieces, 3 to 10 years.
No.6115. © 20Feb58; KK132340.

Kathy and Sue; two just-like-me
dolls. 6 to 10 years. No.6117.
12 sheets of costumes, 4 hair
ribbons, 2 colored purses.
© 5May58; KK134120.

Polly and Molly and their dollies
with lace-on costumes; 4 to 10
years. No.6116. 9 sheets of
push-out costumes, 8 tipped rayon
laces, 4 plastic standards.
© 2May58; KK134124.

Preschool paper dolls with inter-
changeable costumes. No.6020.
5 standing dolls. © 9Apr58;
KK133433.

Sue, a just-like-me doll; 6 to 10
years. No.6025. Sturdy board
doll and six sheets of costumes;
easel. © 13May58; KK134922.

Switch-a-roos. No.7521. Ten jolly
change-about men. By Burton Marks.
© 1May58; KK134123.

3-dimensional animated play plaques
to color, push out, and assemble;
6 to 10 years. No.6022. 8 cards,
6 water colors, 1 paint brush,
8 colored background cards.
© 15May58; KK134274.

SACHS, MAXWELL d.b.a. SPRING-0-LATOR
MANUFACTURING CO. SEE Spring-0-
Lator Manufacturing Co.

SADEL (DAVID) - SAUL MENICK, ASSOCI-
ATES, INC. SEE Menick (Saul) -
David Sadel, Associates, Inc.

SAFEWAY STORES, INC. ©
Sno-White salt; plain, pure white.
Net wt. 1 lb. 10 oz. © 21Feb58;
KK133167.

AGINAW INDUSTRIES CO. ©
Chief; color metric installation.
Appl. author: Norman S. Eastin.
© 24Oct57; KK131914.

SALADA-SHIRRIFF-HORSEY, INC. ©
Exclusive new pouring spout;
Salada deep-flavor tea. Net
wt. 1/4 lb. © 25Feb58;
KK132826.

It's here, the only deep-flavor tea;
Salada. (In Tampa morning tribune,
Tampa, Fla., Apr. 4, 1958, p.16c)
© 4Apr58; KK134396.

Salada 48 green tea bags. Net wt.
3 3/4 oz. © 27May58; KK134744.

Salada green tea. Net wt. 1/4 lb.
© 4Jun58; KK134821.

Salada 100 deep flavor tea bags;
finest orange pekoe, pekoe & cut
black tea. Net wt. 8 oz.
© 25Feb58; KK132295.

Salada 24 deep-flavor tea bags;
double-size for family use.
Net wt. 5 oz. © 19Jun58;
KK135154.

SALERNO-MEGOWEN BISCUIT CO. ©
Salerno saltines, the low calorie,
high nutrition cracker. Net
weight one pound. Appl. author:
Barry Nolan Studios. © 21Feb58
(in notice: 1957); KK132426.

SALES DEVELOPMENT CORP. ©
Giant 11 ft. all steel playland.
(Home playland gym set) Ad mat.
no.1711. Appl. author: Meyer
Robbin. © 30Mar58; KK134643.

SAMTUR JAY-ESS MUSIC. ©
Tranquilizing, transitionally, ex-
perimental music. Charlotte Hi
Fi standard tape records. Appl.
author: Albert Samtur. © 26May58;
KK134536.

SANTA FE WINE CO.
White Bouquet, aperitif wine.
© Di Giorgia Wine Co. d.b.a. Santa
Fe Wine Co.; 1May58; KK134060.

SAVIDGE (S. L.) INC. ©
Makes car payments fewer or lower;
new S. L. Savidge Car Saver Club.
The largest Dodge-Plymouth dealer
in the Northwest. (Join the new
S. L. Savidge Car Saver Club)
(In Seattle times, Jan. 27, 1958)
© 27Jan58; KK132744.

SAVINGS & LOAN FOUNDATION, INC. ©
A bike today, college tomorrow;
easier to pay for the insured
savings and loan way. (In Life,
Feb. 3, 1958, p.104) Appl. au-
thor: McCann-Erickson, Inc.
© 30Jan58; KK132766.

A boy, his dad and a boat. (In
The Saturday evening post,
Apr. 6, 1957, p.123) Appl. au-
thor: McCann-Erickson, Inc.
© 2Apr57; KK131001.

Did you know Johnny helped us to
send him through college?
(In Better homes & gardens, Feb.
1958, p.47) Appl. author:
McCann-Erickson, Inc.
© 16Jan58; KK132375.

More people are getting more things
they want the insured savings
and loan way. (In The Saturday
evening post, Jan. 4, 1958,
p.8-9) Appl. author: McCann-
Erickson, Inc. © 31Dec57;
KK131338.

Most important present a child
could get. (In The Saturday
evening post, Dec. 7, 1957,
p.112) Appl. author: McCann-
Erickson, Inc. © 3Dec57;
KK131336.

One of the sacred rights ... of
free people is to own their own
homes. There are now nearly 20
million people saving. (In News-
week, Jan. 13, 1958, p.3)
Appl. author: McCann-Erickson,
Inc. © 8Jan58; KK131339.

Where did the Wilsons get that
gorgeous new convertible? (In
Better homes & gardens, Jan.
1958, p.10) Appl. author:
McCann-Erickson, Inc. © 19Dec57;
KK131337.

SAWYER BISCUIT CO., division of UNITED
BISCUIT CO. OF AMERICA. SEE United
Biscuit Co. of America.

SAYCO DOLL CORP. ©
Drink & wet, Baby Beth. (Chimney
package) Appl. author: Ira
Schwartz. © 27Feb58; KK132558.

Kindergarden kids; extra, gift
blackboard. Designed by Ira W.
Schwartz, Inc. Appl. author:
Ira Schwartz. © 8Apr58;
KK133232.

SCHAAR & CO. ©
Lab-Oratory; everything for the
scientific laboratory. New tem-
perature controlled water bath
shaker [and other] equipment.
May 1958. © 19May58; KK134742.

SCHARF, ROY d.b.a. GROVE MACHINE WORKS.
SEE Grove Machine Works.

SCHAUER MANUFACTURING CORP. ©
How to sell more battery chargers,
profitably. Appl. author: S. E.
Wright. © 15Mar58; KK134300.

SCHEER (WILLIAM N.) ADVERTISING. ©
Every one a winner. Metropolitan
Refrigeration & Air Conditioning
Wholesalers Association, Inc.
(No.3 of a series of vital messages)
© 19May58; KK134318.

What's my line? Metropolitan Re-
frigeration & Air Conditioning
Wholesalers Assn., Inc. (Vital
messages, no.2) © 15Apr58;
KK134237.

SCHENCK, EARL MIERS.
Wearing of the gray. SEE Kingsport
Press, Inc.

SCHENLABS PHARMACEUTICALS, INC. ©
Neutralizes penicillin; Neutrapen.
© 13Jan58; KK132136.

Neutralizes penicillin; the first
specific for penicillin reactions,
Neutrapen. © 3Mar58; KK134235.

New, for allergic penicillin
reactions; neutralizes penicillin.
Neutrapen. © 10Feb58;
KK132138.

Scripkit no.3. Stool-ease for your
medical and surgical patients;
Dorbantyl, Dorbantyl Forte,
Dorbane. © 18Nov57; KK132137.

Scripkit no.4. Aid for your
geriatric patients; Dorbantyl,
Sedamyl, Titralac. © 6Jan58
(in notice: 1957); KK132139.

Scripkit no.5. Protection for your
cardiovascular patients; Dorbantyl.
© 3Feb58; KK134234.

Scripkit no.6. Aid for your peptic
ulcer patients; Titralac.
© 28Mar58; KK134233.

Scripkit no.7. Help for your allergy
patients; Diafen. © 17Apr58;
KK134232.

SCHENLEY DISTILLERS CO.
Best bet, Cream of Kentucky in the
5th. Appl. author: Claude M.
Stafford. © Affiliated Dis-
tillers Brands Corp. d.b.a.
Schenley Distillers Co.; 15Aug57;
KK131021.

SCHENLEY DISTILLERS, INC. SEE
Echo Spring Distilling Co.
Pepper (James E.) & Co.

SCHIBELLE, HERBERT E. & H. C. BENTLEY
composing the partnership BENTLEY &
SCHIBELLE TRADING CO. SEE Bentley
& Schibelle Trading Co.

SCHLITZ (JOSEPH) BREWING CO. ©
Again in 1957, Schlitz beer is first.
(In The Boston daily globe,
Feb. 18, 1958, p.21) Appl. au-
thor: J. Walter Thompson Co.
© 18Feb58; KK133514.
Again in 1957, Schlitz beer is first
by an estimated 500,000 barrels.
(In Time, Mar. 3, 1958, p.41)
Appl. author: J. Walter Thompson
Co. © 26Feb58; KK133493.

SCHLITZ (JOSEPH) BREWING CO. Cont'd.

Here's to you, Braves. [Hand, with ring on middle finger, holding glass] (In Milwaukee sentinel, Apr. 15, 1958, pt.2, p.5) Appl. author: J. Walter Thompson Co. © 15Apr58; KK134572.

Holiday Schlitztogether. [Elderly couple & others making a toast with beer mugs] (In Chicago daily tribune, Dec. 19, 1957, pt.5, p.10) Appl. author: J. Walter Thompson Co. © 19Dec57; KK131120.

Holiday Schlitztogether, or a Schlitzing good time for all. (In Life, Dec. 23, 1957, p.107) Appl. author: J. Walter Thompson Co. © 20Dec57; KK131392.

Make him your customer at home, too. Six 12-oz. cans. (In The Server, Apr. 28, 1958, Central-Western ed., p.9) Appl. author: J. Walter Thompson Co. © 28Apr58; KK134565.

Move up to quality. [Baseball player catching can] (In Milwaukee Braves program, 1958 official score card, p.3) Appl. author: J. Walter Thompson Co. © 12Apr58; KK133658.

Move up to quality. Friday night Schlitzfry. (In Life, May 12, 1958, p.81) Appl. author: J. Walter Thompson Co. © 8May58; KK134573.

Move up to quality; get Schlitz-quarts. (In Boston evening globe, Apr. 3, 1958, p.28) Appl. author: J. Walter Thompson Co. © 3Apr58; KK133492.

Move up to quality; life is wonderful in Schlitzerland, U. S. A. (In Life, Mar. 17, 1958, p.79) Appl. author: J. Walter Thompson Co. © 14Mar58; KK133491.

Move up to quality. Raiders of the Schlitzbox. (In Life, Apr. 14, 1958, p.53) Appl. author: J. Walter Thompson Co. © 10Apr58; KK133659.

New, Schlitz 10 oz. can brings you Schlitz quality in popular price size. (In New Orleans item, Mar. 6, 1958, p.22) Appl. author: J. Walter Thompson Co. © 6Mar58; KK133663.

Party at the Schlitzlodge, or a Schlitzing we will go. (In Life, Jan. 20, 1958, p.3 of cover) Appl. author: J. Walter Thompson Co. © 17Jan58; KK131958.

Quality builds repeat business. (In Beverage dealer & tavern news, Apr. 1958, diamond ed., p.9) Appl. author: J. Walter Thompson Co. © 20Apr58; KK134571.

Schlitz out the old, Schlitz in the new, or happy Schlitzyear to all. (In Chicago daily sun-times, Dec. 27, 1957, p.23) Appl. author: J. Walter Thompson Co. © 27Dec57; KK131121.

Take Schlitz home ice cold. [Man opening frigidaire in store]. (In Chicago daily tribune, Nov. 27, 1957, pt.2, p.12) Appl. author: J. Walter Thompson Co. © 27Nov57; KK131119.

Turkey time is Schlitzing time, or Schlitzwelcome home. (In Look, Dec. 10, 1957, p.75) Appl. author: J. Walter Thompson Co. © 26Nov57; KK131391.

We're in business; new Schlitz Kansas City brewery is officially open. (In Kansas Citian, Nov. 5, 1957, p.32-33) Appl. author: J. Walter Thompson Co. © 5Nov57; KK131117.

SCHMID (JULIUS) INC. ©

An explosion is about to take place; relief from symptoms of trichomoniasis with the very first Vagisec treatment. NM: "change in text and format." © 18Feb58; KK134475.

An explosion will change this picture; with the first office treatment ... as Vagisec liquid explodes trichomonads. NM: "change in text and format." © 24Feb58; KK134476.

For immediate relief ... of vaginal trichomoniasis: explosion with Vagisec liquid. NM: "change in text and format." © 7Apr58; KK134478.

Frozen, weakened, killed by new Immolin, cream-jel matrix. NM: "change in text and format." © 6Feb58; KK134473.

How Immolin, cream-jel matrix, freezes, weakens, kills. NM: "changes in text and format." © 12Feb58; KK134474.

Jottings on the wife re-infected with vaginal trichomoniasis; when prophylactics are indicated ... Ramses. © 7Apr58; KK134479.

97% clinical success' following explosion of trichomonads; Vagisec liquid and jelly. NM: "change in text and format." © 5May58; KK134480.

Ramses; a guide to the use of Ramses. Bendex diaphragm. © 11Jun58; KK135047.

This explosion marks the beginning of treatment with Vagisec liquid and the end of vaginal trichomoniasis. NM: "change in text and format." © 24Mar58; KK134477.

SCHNEIDER, JOHN, III. ©

Be prepared; every home should have a complete set of Family Survival Pacs. (In Queen Anne's record-observer, Centerville, Md., Jan. 16, 1958, p.4) © 16Jan58; KK131694.

SCHOENEMAN (J.) INC. ©

Exclusive; so proudly we hail our exclusive Kingsridge worsted suits. Custom fabric. Jacob Reed's Sons. Appl. author: Stuart E. Stern. © 4Sep57; KK133205.

Handle without care. Imagine, a suit as handsome as you've ever owned; D'Aqua-Matic, wash 'n wear, tailored by Kingsridge. Juster Bros. Appl. author: Stuart E. Stern. © 4Sep57; KK133207.

Imported fabric; the fine fabric you see above is ... by Thos. Stuart. B. R. Baker Co. Appl. author: Stuart E. Stern. © 11Mar58; KK133555.

Italia elegante; to a gentleman's taste, luxury suits of prized Dupioni silk. Imported Italian Duprini silk. Saks Fifth Avenue. Appl. author: Stuart E. Stern. © 4Sep57; KK133210.

It's as hardy as a ... it's the Hammer'nails suit. Muse's. Appl. author: Stuart E. Stern. © 11Mar58; KK133557.

It's your move, check this outstanding selection of custom-comfort sport coats by Kingsridge. Metropolitan. Appl. author: Stuart E. Stern. © 11Mar58; KK133554.

Look what we've got up our sleeve; Kingsridge Custom Fabric worsted suits. Jacob Reed's Sons. Appl. author: Stuart E. Stern. © 11Mar58; KK133558.

Prized possession; Golden House cashmere-and-wool suit. Desmond's. Appl. author: Stuart E. Stern. © 11Mar58; KK133552.

Sure bet; first on the sportswear scene, Kingsridge light-weight sport coats. Godchaux's. Appl. author: Stuart E. Stern. © 4Sep57; KK133208.

Take the Trans-Aire test. How informed are you about this perfect spring suit? Berry-Burk. Appl. author: Stuart E. Stern. © 4Sep57; KK133206.

Tough as a bulldog; Scotsdale Bulldog Twist suits. Famous-Barr Co. Appl. author: Stuart E. Stern. © 11Mar58; KK133556.

Turn the lights down low and glow with pride in an Embers suit by Kingsridge. Godchaux's. Appl. author: Stuart E. Stern. © 11Mar58; KK133553.

What do smart wives tell warm husbands? Smart wives tell warm husbands to buy cool, cool imported Coronado, King of Summer Suits. Kaufmann's. Appl. author: Stuart E. Stern. © 4Sep57; KK133209.

SCHOLL MANUFACTURING CO., INC. ©

Dr. Scholl's Vi-Foam; a revolutionary new kind of foot aid that absorbs shock. Appl. author: William Mathias Scholl. © 20Jan58 (in notice: 1957); KK133038.

SCHRETER (A.) & SONS CO., INC. ©

The forward look in neckwear; Smoothie, patented button down tie. Appl. author: A. Harvey Schreter. © 6Jun58; KK135053.

SCHULTZ, ALEX. R. ©

Fox Valley pure, natural, alkaline mineral water. © 7Nov57; KK132943.

SCIENTIFIC LUBRICANTS CO. ©

Motor Mica; no.711 anti-friction heat resisting compound. Designed especially for rubber stamp works, printers. Bulletin no.711. Appl. author: Frank L. Moscow. © 1Mar58; KK132418.

SCOLDING LOCKS CORP. ©

Glamour Guard 24 kt. gold plated hair clasps; styled by Scoldy Lox. © 16May58; KK134903.

SCOTT (O. M.) & SONS CO. ©

Now choose the kind of lawn best for you; grass seed. Play, family, picture. (In Better homes & gardens, Apr. 1957, p.365) © 3Mar57; KK132769.

Now choose the kind of lawn best for you; lawn seed. © 19Mar57; KK133515.

SCOVILL MANUFACTURING CO.

The famous Hamilton Beach guardsman puts on his combat boots; Hamilton Beach canister cleaner. (In Home furnishings daily, Jan. 17, 1958, p.22-23) Appl. author: Campbell-Mithun, Inc. © Hamilton Beach Co., a division of Scovill Manufacturing Co.; 17Jan58; KK131356.

SCULL (WILLIAM S.) CO., INC. ©

This handsome epicure cup and saucer can be yours ... from Boscul coffee. (In Trenton evening times, Dec. 5, 1957, p.23) Appl. author: Tracy-Locke Co., Inc. © 5Dec57; KK131024.

SCULLY SIGNAL CO. ©

Unifil system; the Unifil system is an integral part of the Scully program for modernizing fuel oil delivery methods. © 23Apr58; KK133884.

SEALY, INC. ©

All snarled up from lack of sleep? Get relief from morning backache ... with a Sealy Posturepedic. (In Good housekeeping, Apr. 1956, p.169) © 19Mar56; KK135198.

Anniversary Con-sealy-bed with foam rubber cushions and \$59.50 quality Sealy mattress; 76th anniversary sale. Williamsburg; Delmar. (In House beautiful, Feb. 1957, p.64) © 19Jan57; KK135191.

Beware; bedtime can be posture danger time. Invest in Sealy children's Posturepedic inner-spring mattress. (In Parents' magazine, Oct. 1956, p.98) © 19Sep56; KK135192.

Button-free Enchanted Nights mattress. (In House & garden, May 1957, p.8) © 19Apr57; KK135193.

Button-free Enchanted Nights mattress; save during Sealy's Golden Sleep sale. Oxford; Con-sealy-bed. (In Life, Aug. 26, 1957, p.4) © 23Aug57; KK135221.

Button-free Enchanted Nights mattress goes on sale tomorrow. (In Life, July 15, 1957, p.16) © 12Jul57; KK135199.

Button-free Enchanted Nights mattress now reduced \$15. Posturepedic. (In Life, Aug. 12, 1957, p.116) © 9Aug57; KK135222.

Button-free Natural Rest; year after year, regularly sold for \$59.50. Sealy Mattress Co. (In Life, Jan. 14, 1957, p.115) © 10Jan57; KK134169.

Buttons are bothersome on mattresses, too; Natural Rest, button-free. (In House & garden, Nov. 1956, p.12) © 19Oct56; KK135197.

Caught off guard, are you slumped like this, when you want to look and feel like this? Posturepedic mattress. (In McCall's, May 1958, p.139) Appl. author: J. Walter Thompson Co. © 29Apr58; KK134569.

Con-sealy-bed, first in styling; complete with the Sealy Posturepedic mattress. Ashton [and 6 other styles] (In House & garden, May 1956, p.26-29) © 19Apr56; KK135188.

For you and for your patients, posture is a plus ... on a Sealy Posturepedic. (In International review of chiropractic, Apr. 1958, p.42) Appl. author: J. Walter Thompson Co. © 25Apr58; KK134570.

High fashion; Redi-bed in rich leather-like palomino. Boltaflex vinyl upholstery. (In House & garden, Nov. 1957, p.111) © 19Oct57; KK135206.

Last 7 days to save; price goes up to \$59.50 on September 17. Button-free Enchanted Nights mattress. (In Life, Sept. 9, 1957, p.4) © 6Sep57; KK135219.

Lowest price ever for these Sealy spring values. Monarch innerspring mattress; 4-piece Hollywood twin bed ensemble. (In House beautiful, May 1957, p.30) © 19Apr57; KK135196.

Lowest price ever for this Con-sealy-bed with foam rubber cushions and \$79.50 quality Posturepedic mattress. Warwick [and 2 other styles] (In House & garden, Aug. 1957, p.64) © 19Jul57; KK135210.

No more morning backache; Posturepedic. Take it from us, the best mattress you can buy. (In Life, Apr. 15, 1957, p.187) © 12Apr57; KK135187.

No more morning backache; Sealy Posturepedic still only \$79.50. [Red tag] (In Life, Sept. 30, 1957, p.10) © 27Sep57; KK135218.

No more morning backache; Sealy Posturepedic still only \$79.50. [White tag] (In Life, Oct. 28, 1957, p.16) © 25Oct57; KK135216.

No more morning backache; take it from us, Sealy Posturepedic is a must. [Couple having pillow fight] (In Life, June 10, 1957, p.4) © 7Jun57; KK135200.

No more morning backache; take it from us, Sealy Posturepedic is a must. [Couple having pillow fight] (In Life, Nov. 11, 1957, p.12) © 8Nov57; KK135215.

No more morning backache; take it from us, Sealy Posturepedic is a must. [Girl with arm outstretched; man sitting on bed, stretching] (In Life, May 13, 1957, p.165) © 10May57; KK135201.

No more morning backache; take it from us, Sealy Posturepedic is a must. [Girl with arm outstretched; man sitting on bed, stretching] (In McCall's, Oct. 1957, p.186) © 19Sep57; KK135207.

No more morning backache; take it from us, Sealy Posturepedic is a must. (In Life, May 27, 1957, p.7) © 23May57; KK134168.

No more morning backache; take it from us, Sealy Posturepedic is a must. [Man showing girl muscle in his arm] (In Life, Sept. 2, 1957, p.10) © 30Aug57; KK135220.

No more morning backache; take it from us, Sealy Posturepedic is a must. [Man showing wife muscle in his arm] (In Good housekeeping, May 1957, p.217) © 19Apr57; KK135195.

No more morning backache; take it from us, Sealy Posturepedic is a must. [Man showing wife muscle in his arm] (In Good housekeeping, Oct. 1957, p.223) © 19Sep57; KK135209.

No more morning backache; take it from us, Sealy Posturepedic is a must. [Man showing wife muscle in his arm] (In Life, Apr. 29, 1957, p.21) © 26Apr57; KK135202.

No more morning backache; take it from us, Sealy Posturepedic is a must. [Man showing wife muscle in his arm] (In McCall's, Sept. 1957, p.126) © 19Aug57; KK135208.

No more morning backache; take it from us, Sealy Posturepedic is a must. [Wife watching husband exercising in front of window] (In Life, Oct. 14, 1957, p.135) © 11Oct57; KK135217.

Normandy French Provincial Con-sealy-bed; America's most distinctive dual-purpose furniture. Delmar; Williamsburg. (In House beautiful, Oct. 1956, p.97) © 19Sep56; KK135190.

Only 7 more days to save on Sealy Firm-O-Rest. (In Life, Mar. 10, 1958, p.10) © 7Mar58; KK135203.

Posture is a plus you can get from sleeping; Posturepedic mattress. (In Life, Apr. 14, 1958, p.48-49) Appl. author: J. Walter Thompson Co. © 10Apr58; KK133660.

Posture is a plus you can get from sleeping; Posturepedic mattress. (In Life, May 12, 1958, p.121) Appl. author: J. Walter Thompson Co. © 8May58; KK134567.

Reduced, first time ever; button-free Firm-O-Rest. (In Life, Jan. 13, 1958, p.11) © 10Jan58; KK135212.

Reduced, first time ever; Firm-O-Rest. (In Life, Feb. 17, 1958, p.131) © 14Feb58; KK135204.

Relief from morning backache and the most comfortable night's sleep you've ever had; Posturepedic. [Man showing wife muscle in his arm] (In Good housekeeping, Oct. 1956, p.281) © 19Sep56; KK135194.

Sale; twin bed ensembles, specially priced during Sealy's Golden Sleep sale. Oxford [and 2 other styles] (In Life, July 29, 1957, p.14) © 26Jul57; KK135214.

Save up to \$100; your choice of stunning Con-sealy-beds, all three with comfortable foam rubber cushions and ... Posturepedic mattress. (In House & garden, Feb. 1958, p.20) © 19Jan58; KK135213.

76th anniversary; twin bed ensemble with button-free mattress. (In Life, Jan. 28, 1957, p.91) © 25Jan57; KK135205.

77th anniversary twin bed sale. Trueease ensemble [and 4 other styles] (In Life, Jan. 27, 1958, p.5) © 24Jan58; KK135211.

Win \$500,000 in prizes; name the Sealy Posturepedic girl. (In House beautiful, June 1956, p.24-30) © 19May56; KK135189.

SEARS, ROEBUCK & CO. ©

Best buys on the map; Allstate tires, batteries. (In The Saturday evening post, Oct. 5, 1957, p.8-9) © 10Oct57; KK131220.

Classics in a new fashion yarn; Ban-Lon at Sears. (In Ladies' home journal, Oct. 1957, p.213) © 24Sep57; KK131419.

Coldspot gives you all-out convenience; this 2-door refrigerator-freezer has all-out features you get only at Sears. (In Better homes & gardens, Aug. 1957, p.92-93) © 23Jul57; KK131218.

A Craftsman Kromedge blade from Sears will last up to 5 times longer than an ordinary blade. (In Popular mechanics magazine, Oct. 1957, p.259) © 10Oct57; KK131214.

Guaranteed 2 1/2 years; Allstate silent Guardsman nylon cord passenger tires. (In Farm journal, Apr. 1958, p.4) © 22Mar58; KK135023.

Here's why this \$69.95 mattress is Sears best seller; Harmony House Sears-O-Pedic. (In Better homes & gardens, Oct. 1957, p.191) © 19Sep57; KK131216.

In step with Sears campus-approved styles. Styled ... under Sears exclusive brand names: Kerry-brooke, Fashion Tailored [and 2 other brands] (In Life, Aug. 26, 1957, p.62-63) © 22Aug57; KK131418.

Most entertaining gifts you can buy; Silvertone. Sears best values in radios, televisions, phonographs and tape recorders. (In Life, Nov. 25, 1957, p.6-7) © 21Nov57; KK131424.

New Craftsman propane torch gift kit; special holiday price. (In The American home, Dec. 1957, p.6) © 21Nov57; KK131423.

New Harmony House carpet, Durablend. Durablend Carvex, our featured carpet. (In Better homes & gardens, Nov. 1957, p.42-43) © 22Oct57; KK131426.

New kind of knife; cuts any food in one easy stroke. Craftedge; only at Sears. (In Ladies' home journal, Oct. 1957, p.133) © 24Sep57; KK131420.

New Lady Kenmore, only washer with self-cleaning lint filter. (In Life, Mar. 10, 1958, p.48-49) © 6Mar58; KK135021.

SEARS ROEBUCK & CO. Cont'd.

New luxury look in washables from Sears; Enchanted Garden ensembles for bedroom and bath. (In Better homes & gardens, Apr. 1958, p.28-29) © 20Mar58; KK135022.

New Stripe O' Gold Harmony House ensemble in textured dacron and Chromefast acetate; decorate your bedroom. (In Better homes & gardens, Oct. 1957, p.39) © 19Sep57; KK131217.

Now enjoy restful sleep ... under this completely washable, non-slip comforter with Talsan textured backing. (In House beautiful, Nov. 1957, p.22-23) © 22Oct57; KK131422.

Off to a flying start in new school styles from Sears. Biltwell, Honeylane [and other] brands. (In Look, Aug. 20, 1957, p.88-89) © 6Aug57; KK131219.

Sears all new Craftsman Accra-Arm 10" radial saw. (In Popular mechanics, Feb. 1958, p.265) © 1Feb58; KK135020.

Sears cotton wash 'n' wearables are Perma-Smooth. (In Good house-keeping, May 1958, p.59) © 20Apr58; KK135024.

Sears Kenmore first to bring you 3 automatic cycles in washer and dryer. (In Life, Oct. 14, 1957, p.24-25) © 10Oct57; KK131421.

Sears revolutionizes range top cooking. New Lady Kenmore gas range; new Lady Kenmore electric range. (In Better homes & gardens, May 1958, p.122-123) © 22Apr58; KK135025.

Sears revolutionizes vacuum cleaners. New 1958 Kenmore. (In Better homes & gardens, Nov. 1957, p.44-45) © 22Oct57; KK131427.

71st anniversary sale; Sept. 12 thru 21. Boys' fraternity prep ivy-styled long-sleeve shirts [and other items] (In The Saturday evening post, Sept. 14, 1957, p.18-19) © 10Sep57; KK131215.

Silvertone for 1958; new horizons in sight and sound from Sears. Versatile Silvertone 24-inch TV console; new Silvertone FM-AM hi-fi console [and other sets] (In The Saturday evening post, Sept. 21, 1957, p.82-83) © 17Sep57; KK131221.

You'll find the largest Roy Rogers gift selection at Sears. (In Ladies' home journal, Dec. 1957, p.75) © 26Nov57; KK131425.

SECO CO., INC. ©

Every Seco-Matic well is Duo-Flo Heated; only Seco-Matic hot food tables have the patented Duo-Flo Heated dry or moist wells. (In Restaurant equipment dealer, Feb. 1958, p.8) © Seco d.b.a. Seco Co., Inc.; 10Feb58; KK132731.

Food storage pans; Seco-Ware. Full size [and other sizes] © Seco d.b.a. Seco Co., Inc.; 30Apr58; KK134189.

The Seco Suzanne; food showmanship in motion; automatic, revolving, portable. © 20Jan58; KK132757.

SEDGEWICK PUB. CO.

Royal Products announces new, Sun 'N Star retractable car top, a true convertible hardtop. © Sedgewick Pub. Co., solely owned by William G. Carney; 18Jan58; KK133399.

SELLS, W. U. ©

Tray 'o plenty. [Cook standing by horn filled with foods] © 4Apr58; KK133550.

SEMICONDUCTOR DIVISION, HUGHES AIR-CRAFT CO. SEE Hughes Aircraft Co.

SEROT, ISADORE. ©

Wholesale prices; imports from Israel. Pitcher, vase [and other] giftware. NM: additions. © 9Aug57; KK131145.

SERTA ASSOCIATES, INC. ©

Firestone Foamex sale; it took a mountain of foam latex mattress sets higher than Pikes Peak. 2-piece Serta-Ease. (In Life, Feb. 24, 1958, p.123) Appl. author: Erwin, Wasey, Ruthrauff & Ryan, Inc. © 20Feb58; KK133574.

Get that Serta feeling; sleep on the greatest mattress ... Perfect Sleeper. (In Daily advertiser, Lafayette, La., Apr. 9, 1958, p.24) Appl. author: Erwin, Wasey, Ruthrauff & Ryan, Inc. © 9Apr58; KK134826.

It only happens once a year; extra-firm Serta-Posture mattress. See Serta Perfect Sleeper Serta-pedic. (In Life, Jan. 6, 1958, p.35) Appl. author: Erwin, Wasey, Ruthrauff & Ryan, Inc. © 2Jan58; KK133582.

Which is your morning face? Perfect Sleeper, smooth-top mattresses and box springs. (In Life, Oct. 7, 1957, p.51-52) Appl. author: Erwin, Wasey, Ruthrauff & Ryan, Inc. © 30Oct57; KK133576.

SERVICE CANVAS CO., INC. ©

Servico, tops in tents. Folio C-3. © 2Apr58; KK133775.

SERVO CORP. OF AMERICA. ©

A miss in your model shop? Servoboard, electromechanical assembly kits. © 11Jan58 (in notice: 1957); KK131341.

SEVEN-UP CO. ©

A diver dived beneath the sea; drink 7-Up. (In Dell comics, May 1958, p.4 of cover) Appl. author: J. Walter Thompson Co. © 24Mar58; KK133490.

Hans and Greta; 1958 version. 7-Up between bites makes whatever you eat taste better. (In Dell comics, Feb. 1958, p.4 of cover) Appl. author: J. Walter Thompson Co. © 24Dec57; KK131388.

Hooray, buffet with Seven-Up; merry drinking and happy eating. (In The Saturday evening post, Dec. 7, 1957, p.131) Appl. author: J. Walter Thompson Co. © 4Dec57; KK131390.

A hunter on a jungle trip; hep cats purr over the fresh, clean taste of 7-Up. (In Dell comics, Feb. 1958, p.4 of cover) Appl. author: J. Walter Thompson Co. © 24Dec57; KK131389.

Kids who dig the latest say Seven-Up floats are greatest. (In Dell comics, June 1958, p.2 of cover) Appl. author: J. Walter Thompson Co. © 24Apr58; KK134566.

Play it cool; have the real thirst-quencher. (In Life, May 5, 1958, p.117) Appl. author: J. Walter Thompson Co. © 1May58; KK134568.

Seven-Up presents Sam's lingo lessons. Poetic Pete would say [and 2 other sayings] (In Dell comics, May 1958, p.4 of cover) Appl. author: J. Walter Thompson Co. © 24Mar58; KK133488.

Si senior, no fiesta should be without this fresh, clean taste. (In Life, Apr. 7, 1958, p.42) Appl. author: J. Walter Thompson Co. © 4Apr58; KK133489.

TV snacks get higher ratings with this fresh, clean taste. [Couple on floor watching TV] (In Look, Mar. 4, 1958, p.3 of cover) Appl. author: J. Walter Thompson Co. © 18Feb58; KK132782.

Whenever thirst gets in the game, have the real thirst-quencher; 7-Up. [Bowling alley] (In Look, Feb. 4, 1958, p.3 of cover) Appl. author: J. Walter Thompson Co. © 21Jan58; KK131959.

SHANNON, STEPHEN Q. ©

Remember, order your personalized Christmas cards early. Appl. author: Bridgett Steiner. © 15May58; KK134239.

SHAW-BARTON. ©

Automemories. Mailing blotters no.4719; 1-12. © 15Nov57; KK131712.

Automemories. Mailing folders no.4704; 1-12. © 15Nov57; KK131713.

Pocket farm record calendar, no.3841. © 15Nov57; KK131714.

SHEAFFER (W. A.) PEN CO. ©

Lady Sheaffer Skripsert fountain pen. © 1Mar58; KK133679.

New accessory with a point, fashion, says Vogue. New Lady Sheaffer Skripsert fountain pen. © 3Mar58; KK134973.

New Lady Sheaffer Skripsert fountain pen. © 3Mar58; KK134958.

Sure, I want to be a better writer. A booklet to help you improve your writing. © 10Mar58; KK134949.

SHELL OIL CO. ©

Mister Pickle takes a dip. H. J. Heinz Company faced a problem. (In Business week, Mar. 1, 1958, p.21) Appl. author: J. Walter Thompson Co. © 28Feb58; KK134099.

Oil for an atomic lamp; at General Electric's Vallecitos Atomic Laboratory. (In Business week, Mar. 29, 1958, p.141) Appl. author: J. Walter Thompson Co. © 28Mar58; KK134098.

SHERMAN PAPER PRODUCTS CORP. ©

Corroflex case history 1133: wooden furniture, sub-assemblies. © 29Jul57; KK132874.

Corroflex case history 1135: metal bearings. © 12Aug57; KK132876.

Corroflex case history 1137: auto parts. © 26Aug57; KK132878.

Corroflex case history 1138: painted metal boxes. © 26Aug57; KK132879.

Corroflex case history 1139: fin-type radiators. © 14Oct57; KK132880.

Corroflex case history 1141: parcel post laundry shipments. © 28Oct57; KK132882.

Corroflex case history 1143: boxed shirts. © 12Nov57; KK132884.

Corroflex case history 1145: organ parts. © 25Nov57; KK132886.

Corroflex case history 1148: golf gloves and club covers. © 13Jan58 (in notice: 1957); KK132889.

Sherm-A-Pak case history 1134: machine parts. © 29Jul57; KK132875.

Sherm-A-Pak case history 1144: milk case lining. © 12Nov57; KK132885.

Sherm-A-Pak case history 1147: beer cartons and barrels. © 13Jan58 (in notice: 1957); KK132888.

Sherm-A-Pak case history 1150: boat trailers. © 27Jan58 (in notice: 1957); KK132891.

Specialty package case history
1130: soft goods. © 30Sep57;
KK132872.

Specialty package case history
1131: printed literature.
© 30Sep57; KK132873.

Specialty package case history
1136: aluminum window poles.
© 12Aug57; KK132877.

Specialty package case history
1140: pre-fab aluminum awnings.
© 14Oct57; KK132881.

Specialty package case history
1152: highway signs.
© 10Feb58 (in notice: 1957);
KK132893.

Spot-Seal case history 1142:
electric motor windings.
© 28Oct57; KK132883.

Spot-Seal case history 1146:
painted metal parts. © 25Nov57;
KK132887.

Spot-Seal case history 1149:
awnings. © 27Jan58 (in notice:
1957); KK132890.

Spot-Seal case history 1151:
dinettes. © 10Feb58 (in
notice: 1957); KK132892.

SHETSLER, EGIDIA BONESSI.
You, too, can sing. SEE Career
Recordings.

SHETSLER, FRITZ.
You, too, can sing. SEE Career
Recordings.

SHINE MAGIC CO. ©
World's most exciting new shoe
shine; instant Shine Magic with
Magic Vivicolor. Appl. author:
A. Y. Schultz. © 20Dec57;
KK132107.

SHOALS, ROBERT BRUCE. ©
There's a carpet in your future.
Texas Carpet Company. © 18Mar58;
KK134622.

SHOW-HOUSE.
Best in the house. Drexel, Luminall
paints [and other products] (In
Good housekeeping, Apr. 1958,
p.52-53) © Show-House, a co-
partnership composed of Jule R.
Von Sternberg & Charles H. Albin;
20Mar58; KK134062.

Best in the House. Glolite, Lacey
Ledge accessories [and other
products] (In Good housekeeping,
Dec. 1957, p.28-29) © Show-House,
a copartnership composed of Jule R.
Von Sternberg & Charles H. Albin;
20Nov57; KK133213.

Best in the House; 6 family-kitchens.
Luminall paints, Formica [and other
products] (In Good housekeeping,
Mar. 1958, p.54-55) © Show-House,
a copartnership composed of Jule R.
Von Sternberg & Charles H. Albin;
20Feb58; KK133214.

These houses top them all. Ruberoid,
Formica [and other products]
No.22. (In The Saturday evening
post, Jan. 25, 1958, p.8-9)
© Show-House, a copartnership com-
posed of Jule R. Von Sternberg &
Charles H. Albin; 21Jan58;
KK133215.

Why buy a house? Ruberoid, Mosaic
Tile [and other products] No.23.
(In The Saturday evening post,
May 3, 1958, p.96-97) © Show-
House, a copartnership composed of
Jule R. Von Sternberg & Charles H.
Albin; 29Apr58; KK134063.

SHOWPIECE RINGS. ©
Hi-value; our very best quality
interlocking diamond rings,
certified AAA-1. Appl. author:
Hyman A. Massover. © 2Jan58;
KK131103.

SHURON OPTICAL CO., INC. ©
What you see is a continuous per-
formance. (In The Saturday evening
post, Mar. 22, 1958, p.4) Appl.
author: Wilson Royer. © 18Mar58;
KK134160.

Wrong distance? (In Life, Jan. 27,
1958, p.34) Appl. author:
Wilson Royer. © 27Jan58;
KK131940.

You are responsible for how many
eyes? (In Ladies' home journal,
Mar. 1958, p.105) Appl. author:
Wilson Royer. © 27Feb58;
KK132432.

SIEBRAS, NORMAN W. d.b.a. LADY LENNOX
CO. SEE Lady Lennox Co.

SIGNET CLUB PLAN, INC. ©
Ladies: To introduce you to Ameri-
ca's most famous club plan, this
... manicure set. (In Grit,
Jan. 5, 1958, news section, p.7)
Appl. author: Heineman, Kleinfeld,
Shaw & Joseph, Inc. © 5Jan58;
KK131144.

SILVER, ANTHONY E. ©
Durex; leg paint. Silvet Products.
Keep horse in training. 1 pint.
© 7Dec57 (in notice: 1956);
KK134496.

SILVER VOGUE AUTO SEAT COVER CO. ©
Adheso Safe-T-Grip; self-adhesive
steering wheel covers.
© 13Sep57; KK131522.
Adheso Safe-T-Grip; self-adhesive
steering wheel covers; directions
inside. © 13Sep57; KK131523.

SIMMONS CO. ©
All-new 1958 Hide-A-Bed sofas.
Modern T-cushion [and 3 other
styles] (In The Virginia pilot)
Appl. author: Young & Rubicam, Inc.
© 23Feb58; KK133915.

Hide-A-Bed interprets provincial.
By night, a comfortable room with
Beautyrest mattress. (In McCall's,
Mar. 1958, p.128) Appl. author:
Young & Rubicam, Inc. © 20Feb58;
KK133151.

Just arrived, the all-new Beautyrest;
and this newest ... of mattresses
actually costs least to own. (In
Life, Apr. 14, 1958, p.11) Appl.
author: Young & Rubicam, Inc.
© 10Apr58; KK134422.

Just arrived, the all-new 1958
Beautyrest; ordinary mattress,
Beautyrest mattress. (In Life,
Feb. 24, 1958, p.50-51) Appl.
author: Young & Rubicam, Inc.
© 20Feb58; KK133148.

Just arrived, the all new 1958
Beautyrest; ordinary mattress,
Beautyrest mattress. (In Life,
Mar. 24, 1958, p.90) Appl. au-
thor: Young & Rubicam, Inc.
© 20Mar58; KK133917.

The mattress market is divided into
two parts; Beautyrest and Back
Care. (In Home furnishings daily,
Mar. 3, 1958, section 1, p.11-13)
Appl. author: Young & Rubicam,
Inc. © 3Mar58; KK133147.

New Beautyrest, new firmness, new
you; and this newest ... mattress
actually costs least to own. (In
Life, Apr. 21, 1958, p.126) Appl.
author: Young & Rubicam, Inc.
© 17Apr58; KK134423.

New freedom for your back; new Back
Care by Simmons, first and only
mattress with a built-in bedboard.
(In The Saturday evening post,
Mar. 29, 1958, p.80-81) Appl.
author: Young & Rubicam, Inc.
© 26Mar58; KK133916.

New freedom for your back; new Back
Care mattress. (In The Saturday
evening post, Apr. 26, 1958,
p.115) Appl. author: Young &
Rubicam, Inc. © 23Apr58;
KK135137.

Off-season sale; huge mattress
savings during January. Slumber
time; super sleep-guard. (In
Life, Jan. 13, 1958, p.22-23)
Appl. author: Young & Rubicam,
Inc. © 9Jan58; KK132247.

What I los-a on the peanuts, I make-a
up on the banan. We guarantee ...
you'll not only sell more Beautyrest
mattresses. (In Home furnishings
daily, Mar. 25, 1958, p.12-13)
Appl. author: Young & Rubicam, Inc.
© 25Mar58; KK133918.

Which is the right sleep prescrip-
tion? Ordinary mattress; Beauty-
rest mattress. (In The Saturday
evening post, Oct. 5, 1957, p.79)
Appl. author: Young & Rubicam, Inc.
© 20Oct57; KK133150.

Win a mattress full of money in
Simmons \$75,000.00 name the strong
men contest. Grand prize, a Beauty-
rest full of \$10,000.00. (In Life,
Apr. 28, 1958, p.72-73) Appl.
author: Young & Rubicam, Inc.
© 24Apr58; KK134424.

SIMONIZ CO. ©
Hi Lite, fine furniture wax, with
magic silicone. Contents: 8 fl.
oz. © 1Apr58; KK134640.

New liquid Body Sheen; cleans &
polishes cars without a wash job.
Contents one pint. © 1Jan58;
KK134639.

Vinyl floor wax, for all floors.
Contents: 1 pint net. © 1Apr58;
KK134641.

SIMPLICITY PATTERN CO., INC. ©
The American beauty look. 1958
spring pattern book. Double
poster. © 1Jan58; KK131602.

Appliqued or button-bodice sunners.
2569. (Large poster) © 1May58;
KK134384.

As seen in True story; sew family
fashions. Large poster 1407;
2331; 2434; 2358. © 1Feb58;
KK132478.

Beau catching bouffant. Large
poster 2450. © 1Feb58;
KK132477.

The chemise, make it your fashion.
2605. (Large poster) © 1Jun58;
KK135017.

Dress revue, a fashion handbook for
4-H girls; 1958. © 1Mar58;
KK134050.

The ensemble enroute to summer.
2495. (Large poster) © 1Mar58;
KK132911.

Family circle magazine features
Simplicity patterns for spring.
Polly Bergen. Large poster 2347.
© 1Dec57; KK131594.

For sub-teens on the go, sew Sim-
plicity. 2610-2611; 2598; 2625.
(Double poster) © 1Jun58;
KK135018.

Get set for summer the California
way; 1958 summer pattern book.
(Large poster) © 1Apr58;
KK133738.

Grand illusion. 2487. (Large
poster) © 1Mar58; KK132910.
New-look chemise dress, simple to
make in 3 ways. Double poster
2442. © 1Jan58; KK131600.

Printed patterns. Chain store
poster 2398; 2400. © 1Dec57;
KK131593.

Printed patterns. Chain store
poster 2408; 2443. © 1Jan58;
KK131599.

SIMPLICITY PATTERN CO., INC. Cont'd.

Printed patterns. Chain store poster, 2486; 2452. © 1Feb58; KK132475.

Printed patterns. 2164; 2625. (Chain store poster) © 1Jun58; KK135015.

Printed patterns 2512; 2514. (Chain store poster) © 1Mar58; KK132908.

Printed patterns. 2528; 2559. (Chain store poster) © 1Apr58; KK133736.

Printed patterns. 2568; 2589. (Chain store poster) © 1May58; KK134383.

Rosy outlook for slenderette sizes. Large poster 2387. © 1Dec57; KK131596.

Seventeen sews in tune with Simplicity's simple to make fashions. 2607. (Large poster) © 1Jun58; KK135016.

Seventeen spotlights Simplicity patterns. Large poster 2333. © 1Jan58; KK131603.

Sew and sun in white. 2529; 2549; 2527; 2530. (Double poster) © 1Apr58; KK133737.

Sew it with roses. Double poster 2369; 2368; 2373; 2394. © 1Dec57; KK131595.

Simplicity features answer dresses in dacron & cotton. Double poster 2444; 2427. © 1Feb58; KK132479.

Simplicity suggests sewing wonders with remnants. 2195-2196; 2510; 2522; 2210; 4857. (Banner poster) © 1Jun58; KK135014.

Striped confections; frothy fabrics have an air-conditioned look. 2437; 2492; 2451; 2448; 2435; 2412. (Double poster) © 1Mar58; KK132909.

Summer wardrobe booster. 2571. (Large poster) © 1May58; KK134382.

The triple-treat chemise, simple-to-make. Large poster 2442. © 1Jan58; KK131601.

The triple-treat sheath. Large poster 2457. © 1Feb58; KK132476.

White occasion. 2415; 1857. (Large poster) © 1Apr58; KK133739.

SINGER MANUFACTURING CO. ©

Class 269w machines; top speed, top quality tacking. Form no. 1176MT (1157) © 30Jan58 (in notice: 1957); KK132615.

18-22; maquinas para coser. Form 20885 (158) © 31Jan58; KK131991.

First in the industry with driven roller presser ... Singer 236w104, single-needle lockstitch machine. Form No. 1244MT (258) © 3Mar58; KK134378.

First in the industry with driven roller presser ... Singer 236w105, single-needle lockstitch machine. © 30Jan58 (in notice: 1957); KK132332.

First in the industry with driven roller presser ... Singer 236w110, single-needle lockstitch machine. © 30Jan58 (in notice: 1957); KK132330.

First in the industry with driven roller presser ... Singer 236w111, single-needle lockstitch machine. © 30Jan58 (in notice: 1957); KK132333.

First in the industry with driven roller presser ... Singer 236w112, single-needle lockstitch machine. Form No. 1237MT (258) © 3Mar58; KK134377.

Four new Singer class 300w machines, with gear driven puller feed. Form no. 1210MT (1157) © 30Jan58 (in notice: 1957); KK132329.

The important part of our business is serving you; sewing machines. Form TC-1. © 21Mar57; KK132614.

Know your figure type. NA 3747. NM: revision. © 8Nov57; KK131597.

107w35 lockstitch zigzag blanket binding machine. Form no. 1082MT (258) © 28Mar58; KK134681.

Presenting the Singer Slant-O-Matic, the only slant-needle automatic sewing machine. NA 3730. NM: additions. © 17Dec57; KK132223.

The same; to get replacements ... buy parts and needles made by Singer. SE-28. © 17Jan58; KK132327.

Sewing machines; 8 famous Singer sewing machines to select from. NA 3630 (1157) NM: revisions. © 19Dec57; KK131253.

Singer now offers the most advanced combination sewing and cutting tables for schools and colleges. Na3453-Rev. (957) © 23Sep57; KK131255.

The Singer 269w7 lockstitch tacking machine. © 30Jan58 (in notice: 1957); KK132328.

The Singer 269w14 lockstitch tacking machine. © 30Jan58 (in notice: 1957); KK132331.

Slant-O-Matic; automatic slant-needle machine head no. 401A. NA 3705 (857) © 22Oct57; KK131254.

Synchro tables and stands. Form no. 1230MT (258) © 10Apr58; KK134682.

302w206, two-needle; 302w406, four-needle. Two-thread chainstitch machines; smoother, easier banding and elastic inserting. Form no. 1231MT (458) © 28Mar58; KK134683.

29K58; sewing machines. Form 20934 (158). © 24Jan58; KK131982.

201K23 sewing machine. NA 2369-H16 (158) © 25Feb58; KK134031.

SIOUX FEATURES SYNDICATE.

52 salesmen; these ... are designed to draw attention to your ad first. © Sioux Features Syndicate, solely owned by Frank M. Goff & James F. Goff; 9May58; KK135284.

SIT-N-REST GOLF BAG CO. ©

Follow only two rules and play sub-par golf; it's easy with a Cart-Bag. Woods Nest. Appl. author: H. O. Stamp. © 15Mar58; KK134397.

SIVE (LEONARD M.) & ASSOCIATES, INC. ©

Goodness me, this is the best wheat bread I ever tasted. Kreamo 100% wheat bread. (In The News-palladium, Benton Harbor, Mich., Mar. 24, 1958, p.7) © 24Mar58; KK135247.

So good it's been copied by 180 bakers across the nation. Kreamo honey krushed. (In The Elkhart truth, Elkhart, Ind., Mar. 17, 1958, p.7) © 17Mar58; KK135245.

Wonderful idea; Kreamo rye bread for mealtime va-rye-ety. (In The News-palladium, Benton Harbor, Mich., Apr. 3, 1958, p.5) © 3Apr58; KK135246.

SLOAN-ASHLAND DIVISION, WORLD EVENTS MAGAZINE, INC. SEE World Events Magazine, Inc.

SMETHPORT SPECIALTY CO. ©

Magnetic drawing set; create new characters with this magnetic pencil. Dapper Dan. © 10Jan58; KK131572.

SMITH (A. O.) CORP. ©

Made for each other; here's why Permaglas glass-lined Hydrasteel water heaters serve you better. Form WH-910. Appl. author: Cramer-Krasselt Co. © 15Jan58; KK132094.

Tanks and tanks ... of clean hot water with a dependable A. O. Smith Permaglas glass-lined Hydrasteel electric water heater. Model PES. Form no. WH-805. Appl. author: Cramer-Krasselt Co. © 15Jan58; KK131611.

Tanks and tanks and tanks of clean hot water with a ... Permaglas glass-lined automatic gas water heater; Permaglas center-flue models. Model PGCD, PGCA [and other models] Appl. author: Cramer-Krasselt Co. © 15Jan58; KK131949.

Tanks and tanks ... of clean hot water with ... Permaglas glass-lined automatic gas water heater. Form no. 700. Appl. author: Cramer-Krasselt Co. © 15Jan58; KK131607.

Tanks and tanks ... of clean hot water with ... Permaglas glass-lined Hydrasteel automatic gas water heater. Model PGO. Form no. 701. Appl. author: Cramer-Krasselt Co. © 15Jan58; KK131608.

Tanks and tanks ... of clean hot water with ... Permaglas glass-lined Hydrasteel electric water heater. Model PES. Form no. WH-800. Appl. author: Cramer-Krasselt Co. © 15Jan58; KK131610.

Tanks and tanks ... of clean hot water with ... Permaglas high recovery glass-lined Hydrasteel electric water heater. Model PES-HD. Form no. WH-801. Appl. author: Cramer-Krasselt Co. © 15Jan58; KK131609.

SMITH, RICHARD T.

Fibrositis. SEE Hermann, Irvin F.

SMITH-CORONA, INC. ©

Now the new Smith-Corona electric portable brings you power typing at less than standard office typewriter price. (In Nation's business, June 1958, p.24) Appl. author: Cunningham & Walsh, Inc. © 2Jun58; KK134798.

SMOKEHOUSE BARBECUED PRODUCTS, INC. ©

Red Bryan's Smokehouse barbecued beans; heat-in pak. Net wt. 12 ozs. © 4Jun58; KK134980.

SMOOTH-ON MANUFACTURING CO. ©

Expanding iron cements; Metalset, epoxy resin putty cements; Sonite, epoxy resin industrial maintenance kits. Appl. author: William A. Cather, III. © 22Jan58; KK132301.

SNYDER MANUFACTURING CO. ©

Another great indoor TV antenna; super 3-D Directronic. Appl. author: Lew London. © 27Dec57 (in notice: 1958); KK130994.

SOCONY MOBIL OIL CO., INC. ©

Your new car's more fun with Mobil-gas special high energy gallons. (In The New York times, Mar. 13, 1958, p.23) © 13Mar58; KK132530.

SORVALL (IVAN) INC. ©

Tubes, adapters, accessories for Servall centrifuges. Price list, Jan. 1958. © 12Feb58; KK132546.

SOURDOUGH SCOTTY, INC. ©

Real Alaska sourdough mix for pan-cakes. One full pound.
© 19May58; KK134936.

SOUTH BEND LATHE WORKS. ©

Save during this South Bend lathe '58 spring special; expires Apr. 30, 1958. Bulletin 5803.
© 21Feb58; KK132435.

SOUTHERN EQUIPMENT CO. ©

Waitress service units. WU-134 [and other] units. © 30Apr58; KK134188.

SOUTHERN HANDKERCHIEF MANUFACTURING CO. ©

All American he-man handkerchiefs. No.2020; the Grass Is Greener. Contents: 3 handkerchiefs. Appl. author: Lowe & Hall Advertising Agency. © 6Jan58; KK131066.
No.2025; Adult Western. Contents: 3 handkerchiefs. Appl. author: Lowe & Hall Advertising Agency. © 6Jan58; KK131678.
No.2030; Shore Patrol. Contents: 3 handkerchiefs. Appl. author: Lowe & Hall Advertising Agency. © 18Mar58; KK132816.
No.2035; Charcoal Champ. Contents: 3 handkerchiefs. Appl. author: Lowe & Hall Advertising Agency. © 18Mar58; KK132817.
No.3005; Hospitality. Contents: 3 handkerchiefs. Appl. author: Lowe & Hall Advertising Agency. © 6Jan58; KK131064.
No.5005; the Birthday Baker. Contents: 3 handkerchiefs. Appl. author: Lowe & Hall Advertising Agency. © 6Jan58; KK131065.

SOUTHERN TEXTILE & SUPPLY CO. ©

Re-upholster for years ahead beauty, choose Decorator Guild fabrics. Appl. author: J. P. Hogan. © 15Jul57; KK133369.

SPECIAL PRODUCTS DIVISION, GLOBE

INDUSTRIES, INC. SEE Globe Industries, Inc.

SPECIALTY ADVERTISING SERVICE, INC. ©

Banana Flips, bigger 'n better than ever. Appl. author: Robert L. Weil. © 15Apr58; KK133458.
Spaulding Jr. fire dep't truck. Spaulding Table Queen bread. Appl. author: Robert L. Weil. © 20May58; KK134512.

SPIN TOP GAME TABLE CO. ©

Rocket to the moon, a fascinating and educational game for children and grown-ups. Appl. author: John A. Perito. © 27Feb58; KK132347.

SPIRATONE, INC. ©

How the Polamat works and what it does. Appl. author: S. F. Spira. © 20Mar58; KK134251.

SPRING AIR CO. ©

Firmer Health Center support is the reason you get up feeling wonderful; mattress. (In House beautiful, May 1957, p.59) Appl. author: Gourfain-Loeff, Inc. © 18Apr57 (in notice: 1956); KK135244.
Get firmer Health Center support all night, be rarin' to go all day. (In Ladies' home journal, Mar. 1958, p.138) Appl. author: Gourfain-Loeff, Inc. © 21Feb58; KK132538.

SPRING-O-LATOR MANUFACTURING CO.

Adjustable space, a new concept in fitting for pumps; the push button shift with the new keyhole lock. (In Footwear news, Nov. 22, 1957, p.19) © Maxwell Sachs d.b.a. Spring-o-lator Manufacturing Co.; 22Nov57; KK133605.
Elasticized socklinings. © Maxwell Sachs d.b.a. Spring-o-lator Manufacturing Co.; 11Feb57; KK133604.
Fashion's prettiest secret; the shoe at ease, the push-button shift and up it goes adjusting itself to each individual foot. © Maxwell Sachs d.b.a. Spring-o-lator Manufacturing Co.; 26Apr57; KK133603.

SPRITZER, HELEN d.b.a. ROSE-KAY E-Z

BLOCKING CLOTH. SEE Rose-Kay E-Z Blocking Cloth.

SQUARE MANUFACTURING CO. ©

Ice cold. 1, dial your drink. © 13Oct57; KK132480.

SQUIBB (E. R.) & SONS, a division of

OLIN MATHIESON CHEMICAL CORP. SEE Olin Mathieson Chemical Corp.

SQUIRT CO. ©

Every week for the entire season, Squirt sponsors 2 top TV shows. Intrigue theatre; John Weston and the news. (In California grocers advocate, May 16, 1958, p.19) © 16May58; KK135172.
Fresh fruit flavor you can see; never an after-thirst. (In Look, May 27, 1958, p.65) © 13May58; KK135174.
Look at Squirt's sensational summer TV schedule. Sunday sports special; Paul Coates 10:15 File; MGM movies. (In Southern California grocers journal, Apr. 25, 1958, p.7) © 25Apr58; KK135173.
Squirt stops thirst cold. (In Valley times, Oct. 30, 1957, p.2) © 30Oct57; KK131213.

STACY-ADAMS CO. ©

Two feet deep in elegance; men's shoes of distinction. 328, 329; Royale Last. (In Ebony, Apr. 1958, p.10) © 10Mar58; KK132659.
Walk in elegant comfort in Stacy-Adams shoes. Sabre Last. (In Ebony, June 1958, p.12) © 10May58; KK134732.

STANDARD BRANDS, INC. ©

Arthur Godfrey says: Blue Bonnet margarine looks like, cooks like and tastes like the high-price spread. (In Philadelphia inquirer, Apr. 18, 1958, p.26) Appl. author: Ted Bates Co., Inc. © 18Apr58; KK134584.
Low in fat, yet high in food energy; Royal puddings. Only Blue Bonnet, of all leading margarines. (In Woman's day, Feb. 27, 1958, p.22) Appl. author: Ted Bates & Co., Inc. © 27Feb58; KK133529.
Only Royal gelatin gives you the fresh-fruit vitamin C; Blue Bonnet margarine has flavor gems. (In Family circle, Mar. 1958, p.69) Appl. author: Ted Bates & Co., Inc. © 20Feb58; KK132210.

STANDARD MATTRESS CO. ©

Brand Names Foundation, Incorporated; in recognition ... Gold Bond mattress and bedding products. © 15Jan57 (in notice: 1956); KK131543.

STANDARD OIL CO. ©

Home heating oils with Sta-Clean; heating oil budget plan payment calculator. Appl. author: O. H. Peterson. © 15May57; KK131395.

Set your objective and make it.

Your number 1 product gasoline; Gold Crown, Red Crown. Appl. author: O. H. Peterson. © 15Apr57; KK131396.

STANDARD RADIO TRANSCRIPTION SERVICES, INC. ©

The Musi-que spot library; the Musi-que spot library consists of over 1600 separate tracks of instrumental music. Appl. author: Milton M. Blink. © 14Mar58; KK133794.

STANLEY BUILDING SPECIALTIES CO. ©

Model 44, model 43 economy aluminum awning windows. © 17Apr58; KK133651.
Two new Stanley economy awning windows, models 43 & 44. © 19May58; KK134256.

STANLEY HOME PRODUCTS, INC. ©

Baby oil. Stanhome. Contents 12 fl. oz. © 22Nov57; KK131645.
Baby powder. Stanhome. Contents 6 oz. © 22Nov57; KK131531.
Exciting is the name for it; Stanley hostess parties. Stanhome. (In Ladies' home journal, Mar. 1958, p.28) © 27Feb58; KK132335.
The famous Stanley hostess party, what is it? Stanhome. © 26Mar58; KK132988.
Now, at Stanley hostess parties, two wonderful products to help you keep your baby happy. Stanhome baby oil; baby powder. (In Good housekeeping, May 1958, p.146) © 18Apr58; KK133803.
Shop at Stanley parties for these 4 new vitamin food supplements. Junior vitamins; one-daily vitamins; three-a-day VV's; senior vitamins. (In Good housekeeping, Feb. 1958, p.159) © 22Jan58; KK131866.
Why my bridal shower was so exciting; hostess parties. Stanhome. (In Ladies' home journal, May 1958, p.148) © 29Apr58; KK133802.

STAUFFER LABORATORIES. ©

America's 10 happiest women.. Mr. Stauffer's magic couch, the Posture-Rest, is the heart of the Stauffer home reducing plan. Lada McCutchen [and 9 other] women. (In The Saturday evening post, Apr. 19, 1958, p.80-81) Appl. author: Foote, Cone & Belding. © 15Apr58; KK133462.
Cincinnati housewife comes out of hiding; overweight ... Frances Schuerman uncovers a beautiful figure. Home reducing plan. (In The Saturday evening post, Feb. 1, 1958, p.46-47) Appl. author: Foote, Cone & Belding. © 28Jan58; KK132085.
Executive fitness program. Office Gym. © 7Mar58; KK133439.
Miracle at Fort Morgan; how a Colorado ranch-wife helped a whole town slim down; home reducing plan. (In Reader's digest, Jan. 1958, p.174-175) Appl. author: Foote, Cone & Belding. © 13Dec57 (in notice: 1958); KK131202.
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The woman who changed her world; overweight ... Frances Schuerman uncovers a beautiful figure; home reducing plan. (In Better homes & gardens, Mar. 1958, p.16-17) Appl. author: Foote, Cone & Belding. © 18Feb58; KK132232.

STERNHEIM, HENRY. ©

El maestro Espanol-Ingles en la casa; the magic carpet of education. For children from 2 to 10 years. 32 games. © 10Mar58; KK133673.

STEVENS (EUGENE) INC. ©

Now, the miracle gas-saver that Europe couldn't hide; slips onto your car. Turbo-X power booster. Eugenio Castellotti. (In New York Journal-American, Mar. 23, 1958, p.38-L-Y) © 23Mar58; KK133482.

STEVENS MANUFACTURING CO., INC. ©

Stemco type MX snap-acting bimetal thermostats. Bulletin 6100. Appl. author: T. King-Hedinger. © 15May58; KK134579.

Stemco type S bimetal thermostats. Bulletin 1000. Appl. author: T. King-Hedinger. © 2Jun58; KK134839.

STIM-U-PLANT LABORATORIES, INC. ©

Rose food tablets. Contents 12 tablets, net weight 7 grams each. Appl. author: Carl E. Cheek. © 17Apr58; KK133474.

STIX-TITE LABEL & TAPE CO.

Stix-Tite. © Ginsburg Bros., Inc. d.b.a. Stix-Tite Label & Tape Co.; 2Dec57; KK130954.

STO-COTE PRODUCTS, INC. ©

Jiffy Pot, the professional type compressed peat flower pot. 2 1/4" size. One dozen. Appl. author: Irving Stoller. © 15Nov57; KK132572.

STONE, PAUL M. ©

Rocket race. © 14Mar58; KK132663.

Rocket Race, an exciting space-ship race around the solar system; includes astronomical compass and space chart. © 20Mar58; KK132800.

STOW MANUFACTURING CO. ©

Design manual; valve remote control systems. Bulletin 5811. Appl. author: C. F. Hotchkiss. © 1Apr58; KK134265.

Manual remote control for valves, used in nuclear reactors, ships, industrial plants. Form 589. Appl. author: C. F. Hotchkiss, Jr. © 1Apr58; KK134264.

STRATHMORE PAPER CO. ©

Envelopes; Strathmore Bond. No. 6 3/4 Press-Ready. © 26May58; KK135278.

STREET (R. R.) & CO., INC. ©

How to maintain 2% condusol charge. Form no. 584. Appl. author: Arthur C. Orcutt. © 15Sep57; KK133098.

Installation of pipe electrode on latest type Detrex machines. Bulletin no. 5464. Nov. 1957. Appl. author: Arthur C. Orcutt. © 2Dec57; KK133617.

Merasol for the miracle charge; good news for users of perchlorethylene. SM-284. Appl. author: Paul Warren. © 10Oct57; KK133615.

New Rep, liquid water repellent. SR-281A. Appl. author: Paul Warren. © 1Sep57; KK133618.

Streaks, swales, rings eliminated completely by the 2-bath method. 2B-286. Appl. author: Paul Warren. © 1Nov57; KK133616.

Success story; yes, the development of the Mycel process with conductivity control ... is unprecedented in the drycleaning industry. MP-290. Appl. author: Paul Warren. © 1Dec57; KK133614.

STREET & SMITH PUBLICATIONS, INC. ©

How can you be there at the time of purchase? The Time of Purchase magazine, Living for young homemakers. (In Advertising age, Oct. 14, 1957, p.17) © 14Oct57; KK131256.

STROMBECK-BECKER MANUFACTURING CO. ©

Hap Hobby, by Strombecker. Get Strombecker catalog of model kits and playthings. (In American bicyclist & motor cyclist, Mar. 1958, p.44) Appl. author: Albert E. Peters. © 1Mar58; KK134654.

Phil DeRack, by Strombecker. Slinggliders, wooden trains [and 3 other] items. (In Rack merchandising, Feb. 1958, p.31) Appl. author: Albert E. Peters. © 10Feb58; KK133525.

STRUHL (MORRIS) INC. ©

New scientifically designed heavy duty Chic Super Glorifier; provides the two basic kinds of massage. Appl. author: Archie A. Struhl. © 1Mar58; KK133245.

STUDEBAKER-PACKARD CORP. ©

America's lowest-priced full-sized car; the '58 Scotsman, 2-door, just \$1795 equipped. (In New York world-telegram & sun, Feb. 4, 1958, p.15) Appl. author: Burke, Dowling, Adams, Inc. © 4Feb58; KK132442.

America's lowest-priced full-sized sedan; the Studebaker Scotsman. (In New York Journal-American, Apr. 8, 1958, p.11) Appl. author: Burke, Dowling, Adams, Inc. © 8Apr58; KK133212.

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America's lowest-priced sports car; only \$2219, the 1958 Silver Hawk. (In New York world-telegram & sun, Feb. 11, 1958, p.32) Appl. author: Burke, Dowling, Adams, Inc. © 11Feb58; KK132443.

Announcing the 1958 Packard.

(In New York herald tribune, Jan. 14, 1958, p.21) Appl. author: Burke, Dowling, Adams, Inc. © 14Jan58; KK132786.

For high fashion in good taste, see the new Studebakers and Packards of 1958. Studebaker President 4-door sedan; the distinctively styled Packard Hawk. (In The New York times, Dec. 3, 1957, p.38) Appl. author: Burke, Dowling, Adams, Inc. © 3Dec57; KK132696.

Here today ... 1958 Studebakers. (In New York daily news, Oct. 25, 1957, p.79) Appl. author: Burke, Dowling, Adams, Inc. © 25Oct57; KK130995.

New Studebakers and Packards for 1958. The Studebaker President. (In New York world telegram & sun, Dec. 10, 1957, p.18) Appl. author: Burke, Dowling, Adams, Inc. © 10Dec57; KK132304.

The Scotsman series styled to fit a family; you can have a car. (In New York world-telegram & sun, Jan. 21, 1958, p.16) Appl. author: Burke, Dowling, Adams, Inc. © 21Jan58; KK132441.

The Scotsman station wagon only \$2055 equipped. (In The Wall Street journal, Feb. 18, 1958, p.7) Appl. author: Burke, Dowling, Adams, Inc. © 18Feb58; KK132150.

See these new Studebakers; 1958

leaders in both styling and value. The President; the Champion. (In New York world telegram & sun, Nov. 4, 1957, p.27) Appl. author: Burke, Dowling, Adams, Inc. © 4Nov57; KK132302.

Studebaker cars take on a completely new luxury look for '58; President. (In New York herald tribune, Oct. 15, 1957, p.19) Appl. author: Burke, Dowling, Adams, Inc. © 15Oct57; KK131913.

Studebaker Scotsman for 1958; 2 and 4 door sedans, station wagon. (In New York world telegram & sun, Nov. 19, 1957, p.13) Appl. author: Burke, Dowling, Adams, Inc. © 19Nov57; KK133498.

Studebaker Scotsman sets new record; 33.956 miles per gallon average. Scotsman 2-door sedan. (In New York world-telegram & sun, Apr. 29, 1958, p.14) Appl. author: Burke, Dowling, Adams, Inc. © 29Apr58; KK133798.

Twin traction on the 1958 Studebakers and Packards. Provincial 4-door station wagon. (In The New York times, Nov. 26, 1957, p.28) Appl. author: Burke, Dowling, Adams, Inc. © 26Nov57; KK132303.

Win a great new Studebaker Scotsman; fleet of Scotsman cars ... Scotsman Mile-A-Thon contest. (In New York world-telegram & sun, Mar. 18, 1958, p.14) Appl. author: Burke, Dowling, Adams, Inc. © 18Mar58; KK132674.

You auto buy America's lowest-priced sports car now; Studebaker Silver Hawk. (In New York world-telegram & sun, Apr. 25, 1958, p.6) Appl. author: Burke, Dowling, Adams, Inc. © 25Apr58; KK133797.

STYLECRAFT HOMES, INC. ©

Homes designed with the builder in mind. (You are about to see the industry's finest manufactured homes) Package specifications for house models 1033 [and 9 other] models. NM: additions. © 17Jan58; KK133072.

SUGARDALE PROVISION CO. ©

Emberdale sliced bacon. Net wt. 1 pound. Appl. author: Milprint, Inc. © 21Apr58; KK134324.

Ranchdale sliced bacon. Net wt. 1 pound. Appl. author: Milprint, Inc. © 21Apr58; KK134323.

SUNBEAM CORP. ©

Announcing the new Sunbeam floor conditioner. (In Look, Jan. 7, 1958, p.4) © 24Dec57; KK132843.

Announcing the new Sunbeam floor conditioner that turns lookers into buyers. (In Electrical merchandising, Jan. 1958, p.140-141) © 1Jan58; KK132869.

Announcing 3 great new Sunbeam automatic Mixmasters. (In The Saturday evening post, Sept. 21, 1957, p.62-63) © 17Sep57; KK132867.

Announcing two great all new Lady Sunbeam Shavemasters; deluxe, electric. (In The Saturday evening post, Sept. 14, 1957, p.24) © 10Sep57; KK132865.

Automatically delivers all the coffee flavor you select; automatic percolator. (In Life, Sept. 16, 1957, p.108) © 12Sep57; KK132866.

The best electric appliances made for better electrical living. Mixmaster deluxe [and 13 other products] (In Rural electrification, Oct. 1957, p.55) © 10Oct57; KK132854.

The best electric appliances made for better electrical living. Mixmaster deluxe [and 13 other products] (In Rural electrification, Nov. 1957, p.69) © 1Nov57; KK132870.

Brides everywhere prefer Sunbeam products of lasting quality. New deluxe Sunbeam Mixmaster [and 13 other products] (In Bride's magazine, winter 1957, p.38-39) © 15Oct57; KK132850.

Brides everywhere prefer Sunbeam products of lasting quality. New deluxe Sunbeam Mixmaster mixer [and 14 other products] (In Bride's magazine, spring 1958, p.42-43) © 15Jan58; KK132868.

Eliminate the guess and the work ... with the original and genuine Sunbeam automatic frypan with perfect controlled even heat; results are always perfect. (In The Saturday evening post, Oct. 19, 1957, p.84) © 15Oct57; KK132849.

Eliminate the guess and the work ... with the original and genuine Sunbeam automatic frypan with perfect controlled heat; the perfect companion to the ... saucepan. (In Good housekeeping, Sept. 1957, p.10) © 20Aug57; KK132859.

Give her easier meal making with Sunbeam automatic frypan with controlled even heat. (In Life, Nov. 11, 1957, p.14) © 7Nov57; KK132836.

Give her easier meal making with Sunbeam automatic frypan with controlled heat. (In Ebony, Nov. 1957, p.47) © 22Oct57; KK132845.

Give her the new Lady Sunbeam controlled heat hair dryer. (In Photoplay, Nov. 1957, p.34) © 7Oct57; KK132852.

Give her the new Lady Sunbeam Shavemaster. (In True story, Nov. 1957, p.10) © 7Oct57; KK132853.

Give him the electric that gives close blade shaves; hollow ground blade-electric Shavemaster razor. (In The Saturday evening post, Nov. 23, 1957, p.93) © 19Nov57; KK132839.

Give Sunbeam and you give the finest. For him ... Shavemaster razor; for her ... Lady Sunbeam Shavemaster. New deluxe Sunbeam Mixmaster [and other products] (In The Saturday evening post, Nov. 30, 1957, p.58-62) © 26Nov57; KK132841.

Give Sunbeam electric tools, the perfect Christmas gift for him. Electric hand saw [and 3 other] tools. (In The Saturday evening post, Nov. 30, 1957, p.63) © 26Nov57; KK132842.

Give Sunbeam, the best electric appliances made. Mixmasters [and 9 other products] (In Electricity on the farm, Nov. 1957, p.3 of cover) © 1Nov57; KK132833.

Lady Sunbeam Shavemaster shaver. Photo no.56-1381-1. Woman using shaver. © 7Oct57; KK130930.

Lighten housework with the new Sunbeam floor conditioner. (In Look, Feb. 4, 1958, p.2) © 21Jan58; KK132857.

New cooking magic is yours when you get the original and genuine Sunbeam automatic saucepan and deep fryer with controlled heat. (In Good housekeeping, Sept. 1957, p.11) © 20Aug57; KK132858.

New easy-to-use, highest quality electric tools. Drillmaster drill [and 5 other] tools. (In The Saturday evening post, Oct. 12, 1957, p.48) © 8Oct57; KK132851.

New gifts for him; highest quality electric tools. A sensational new electric hand saw [and 4 other] tools. (In The Progressive farmer, Nov. 1957, p.106) © 15Oct57; KK132848.

New gifts for him; highest quality electric tools. Electric saw [and 4 other] tools. (In Better homes & gardens, Nov. 1957, p.219) © 22Oct57; KK132844.

New gifts for him; highest quality electric tools. Orbital sander [and 4 other] tools. (In Kentucky farmer, Nov. 1957, p.18) © 1Nov57; KK132832.

New gifts for him; highest quality electric tools. Orbital sander [and 4 other] tools. (In Successful farming, Nov. 1957, p.28) © 21Oct57; KK132846.

New Sunbeam blade-electric Shavemaster for him; new Lady Sunbeam Shavemaster for her. (In American weekly, Dec. 1, 1957, p.7) © 1Dec57; KK132871.

Now, the new Sunbeam hollow ground blade-electric Shavemaster razor. (In Life, Sept. 1957, p.13) © 5Sep57; KK132864.

Now you can enjoy the full beauty of lovely radiant hair more often with the new Lady Sunbeam controlled heat hair dryer. (In Seventeen, Sept. 1957, p.3 of cover) © 1Sep57; KK132861.

On a stand or in your hand, there's a new Sunbeam automatic Mixmaster for every family's mixing needs. (In Good housekeeping, Nov. 1957, p.11) © 22Oct57; KK132834.

The only automatic vacuum-type coffeemaker with jet action stainless steel filter; automatic Coffeemaster. (In McCall's, Oct. 1957, p.202) © 26Sep57; KK132855.

The only completely automatic toaster is Sunbeam automatic toaster with radiant control. (In Ladies' home journal, Sept. 1957, p.106) © 27Aug57; KK132860.

Only the Sunbeam waffle baker & grill has radiant control. (In The Saturday evening post, Nov. 9, 1957, p.58) © 5Nov57; KK132831.

The original and genuine Sunbeam perfect controlled even heat combination builds residential loads; automatic frypan, automatic saucepan and deep fryer. (In Rural electrification, Sept. 1957, p.12-13) © 1Sep57; KK132863.

Perfect Christmas gifts for him; electric tools. Electric hand saw [and 4 other] tools. (In Better homes & gardens, Dec. 1957, p.16) © 19Nov57; KK132838.

Sunbeam gives you controlled even heat for better electrical cooking; automatic saucepan and deep fryer, automatic frypan. (In Rural electric consumer publications, Sept. 1957) © 1Sep57; KK132862.

Teach better homemaking by demonstrating Sunbeam, the best electric appliances made. New deluxe Sunbeam Mixmaster [and 5 other] products. (In Forecast for home economists, Sept. 1957, p.13) © 17Aug57; KK132847.

Teach better homemaking by demonstrating Sunbeam, the best electric appliances made. New deluxe Sunbeam Mixmaster mixer [and 6 other] products. (In Forecast for home economists, Feb. 1958, p.55) © 17Jan58; KK132856.

There are new surprises in all 3 great new Sunbeam automatic Mixmasters. (In Life, Nov. 25, 1957, p.59) © 21Nov57; KK132840.

There are new surprises in the new deluxe Sunbeam automatic Mixmaster. (In Good housekeeping, Nov. 1957, p.10) © 22Oct57; KK132835.

You'll discover new cooking magic seven different ways; automatic saucepan and deep fryer. (In The Saturday evening post, Nov. 16, 1957, p.97) © 12Nov57; KK132837.

Your eggs are automatically perfect cooked in the Sunbeam automatic egg cooker. (In The Saturday evening post, Oct. 12, 1957, p.100) © 8Oct57; KK132830.

SUNDAY SCHOOL HOUSE. ©

3 Bible maps; Mediterranean lands, Palestine, Bible lands. Appl. author: Gospel Light Press. © 25Oct57; KK132701.

SUNNYSIDE MUSICWARE DIVISION, DUNCAN SUTPHEN, INC. SEE Sutphen (Duncan) Inc.

SUNWAY FRUIT PRODUCTS, INC. ©

Freshie, instant drink mix; black cherry flavour. Makes 10 glasses. Toronto. NM: layout & art work. © 10Mar58; KK133304.

SUPPA, ANTHONY.

How to make luxury treatments out of regular tint and bleach jobs. SEE Clairol, Inc.

SUTHERLAND PAPER CO. ©

Butter pecan ice cream. No.663-ABP. 1 pt. liq. © 15Jan58 (in notice: 1957); KK132397.

Butterscotch marble ice cream. No.664. 1 pt. liq. © 15Jan58 (in notice: 1957); KK132400.

Cherry vanilla ice cream. No.661-ABP. 1 pt. liq. © 15Jan58 (in notice: 1957); KK132399.

Coffee ice cream. No.665 ABP. 1 pt. liq. © 15Jan58 (in notice: 1957); KK132396.

Constantine Valley Lea brand sweet cream butter. Des. no.28000. One pound net weight; quarters. © 10Jan58 (in notice: 1957); KK131798.

Deluxe brand 4 fresh frozen hamburger patties. Cooked. © 26Aug57; KK131366.

Deluxe brand 4 fresh frozen hamburger patties. Uncooked. © 26Aug57; KK131367.

Deluxe brand 4 fresh frozen molded steaks. Cooked. © 26Aug57; KK131368.

Deluxe brand 4 fresh frozen sandwich steaks. Cooked. © 26Aug57; KK131364.

Deluxe brand 4 fresh frozen sandwich steaks. Uncooked. © 26Aug57; KK131365.

Peach ice cream. No.662-ABP. 1 pt. liq. © 15Jan58 (in notice: 1957); KK132398.

SUTHERLAND PAPER CO. Cont'd.

Peppermint ice cream. No.660-ABP.
1 pt. liq. © 15Jan58 (in notice:
1957); KK132401.

SUTPHEN (DUNCAN) INC.

How to assemble and play the
Tub-O-Phone, washtub string bass.
© Duncan Sutphen, Inc., Sunnyside
Musicware Division; 3Mar58;
KK132924.

SWIFT & CO. ©

Eating out gives hearts a lift; on
St. Valentine's Day. Tender,
juicy Swift's Premium ham. (In
The Saturday evening post,
Feb. 8, 1958, p.2 of cover)
Appl. author: McCann-Erickson,
Inc. © 4Feb58; KK131750.

Eating out gives life a lift; and
for a treat ... we suggest Swift's
Premium roast beef. Mother's Day
dinner. (In The Saturday evening
post, May 10, 1958, p.11) Appl.
author: McCann-Erickson, Inc.
© 7May58; KK134093.

Eating out gives life a lift.
Broiled steak. (In Life, Oct. 21,
1957, p.5) Appl. author:
McCann-Erickson, Inc. © 17Oct57;
KK131901.

SWISHER, JACK L. & MARY S. SWISHER
d.b.a. SWISHER PERSONNEL SERVICES.
SEE Swisher Personnel Services.

SWISHER, MARY S. & JACK L. SWISHER
d.b.a. SWISHER PERSONNEL SERVICES.
SEE Swisher Personnel Services.

SWISHER PERSONNEL SERVICES.

Office girl; boss. Memo to busy
office executives. Temporary office
girls. © Jack L. Swisher & Mary
S. Swisher d.b.a. Swisher Person-
nel Services; 29Apr58; KK133774.

SWISS FEDERATION OF WATCH MANUFAC-
TURERS. ©

How to choose that first fine watch.
(In Look, May 13, 1958, p.89)
Appl. author: Foote, Cone & Beld-
ing. © 29Apr58; KK134372.

This is all it takes to wind your
watch. (In Look, Feb. 18, 1958,
p.94) Appl. author: Foote, Cone
& Belding. © 4Feb58; KK132277.

The United States watch market today;
from a survey sponsored ... by the
watchmakers of Switzerland.
Appl. author: Foote, Cone & Beld-
ing. © 8Apr58; KK134373.

What makes it tick? (In Look,
Mar. 18, 1958, p.80) Appl. au-
thor: Foote, Cone & Belding.
© 4Mar58; KK133026.

What's new in time? (In Look,
Apr. 29, 1958, p.2 of cover)
Appl. author: Foote, Cone & Beld-
ing. © 15Apr58; KK134019.

Will that first grown-up watch get
home safely? (In Look, June 10,
1958) Appl. author: Foote, Cone
& Belding. © 27May58; KK135307.

SWIVELIER CO., INC. ©

Bermuda shade lighting units.
Bulletin no.140. Effective
June 6, 1958. Appl. author:
Nathan R. Schwartz. © 6Jun58;
KK135075.

Make up your own ... lighting units
with these engineered adjustable
basic components. Bulletin
no.141. Effective June 6, 1958.
Appl. author: Nathan R. Schwartz.
© 6Jun58; KK135076.

New faces for 1958; lighting units.
Bulletin no.138. Appl. author:
Nathan R. Schwartz. © 15Apr58;
KK134261.

Universally adjustable Dextra-Lites.
Coolites; fluorescent units.
Bulletin no.139. Appl. author:
Nathan R. Schwartz. © 15Apr58;
KK134262.

T

T & F MARKETING CO., INC. ©

Top Frost breaded shrimp; quick
frozen. Net weight 10 oz.
© 19Sep56; KK135155.

TAGG & TAGG.

You can kiss your driver's license
goodbye; easy terms arranged;
insurance & bonds. © Tagg &
Tagg (Joseph Tagg & Joseph Tagg,
Jr.); 30Sep57; KK131346.

TAIT MANUFACTURING CO. ©

The Tait plan for improved water
supply and increased power use;
Rapidayton water systems.
© 3Feb58; KK134143.

TALCOTE DIVISION of AMERICAN PETRO-
FINA, INC. SEE American Petrofina,
Inc.TALMAN FEDERAL SAVINGS & LOAN ASSN.
OF CHICAGO. ©

Inflation? Deflation? Both are
dangerous; let's keep our shirts
on. (In Chicago daily news,
Dec. 26, 1957, p.19) © 26Dec57;
KK131870.

TASTE ENGINEERING, INC. ©

Tastelation flavor calculator;
Liqua-Solid Dry Flavors.
Cattle and dairy [and other
animals] © 13Dec57; KK131124.

TASTY BAKING CO. ©

Mothers' helpers; Tastykake cup
cakes. Design no. 179.
© 2Jan58; KK131247.

Tastykake; Tandy-Take table toppers.
Poster design no.180. © 1Feb58;
KK132092.

Tastykake creamies, and thrifty,
too. Girl about to deposit money
in piggy bank & two cakes. Poster
design no.181. © 3Mar58;
KK132447.

TAYLOR (THOMAS) & SONS. ©

The magic word for style, fit and
comfort; TayloPleat; TayloPleat
is a versatile all-season Shugor
... fashionable footwear. Revela-
tions by Desco. (In Boot & shoe
recorder, Apr. 15, 1958, p.42)
Appl. author: Ralph A. Parker.
© 15Apr58; KK133864.

Material innovations by Taylor; the
development of these ... for shoe
uppers is a major project of the
Shugor Taylor. Lindan jute; straw
and string. (In Footwear news,
Feb. 14, 1958, p.48) Appl. au-
thor: Ralph A. Parker.
© 14Feb58; KK132814.

More style; fashion, fit and com-
fort are the valuable contribu-
tions of Shugor ... to modern
footwear. (In Leather & shoes,
Jan. 11, 1958, p.36) Appl. au-
thor: Ralph A. Parker. © 11Jan58;
KK132054.

Shugor, scintillating with Mylar
will spark tomorrow's fashion news.
This graceful suede slipper. (In
Leather & shoes, Mar. 15, 1958,
p.36) Appl. author: Ralph A.
Parker. © 15Mar58; KK133863.

Shugor sparks the Sputnik. Calumet
Sputnik by Leverenz Shoe Co.
(In Footwear news, Jan. 17, 1958,
p.31) Appl. author: Ralph A.
Parker. © 17Jan58; KK132036.

Taylopleat; shining examples of how
the Shugor Taylor injects oomph
into footwear. (In American shoe-
making, Jan. 8, 1958, cover)
Appl. author: Ralph A. Parker.
© 8Jan58; KK132037.

Taylor products add more comfort
... to modern footwear; Shugor.
(In American shoemaking, Nov. 20,
1957, cover) Appl. author:
Ralph A. Parker. © 20Nov57;
KK131107.

Taylor-made elastic laces. Chucker
boot by Parkhill. (In Footwear
news, May 2, 1958, p.66) Appl.
author: Ralph A. Parker.
© 2May58; KK134200.

There's built-in comfort in the
shoe that goes places with
Shugor. Ombre; Taylor finger-
gore. (In Boot & shoe recorder,
Mar. 15, 1958, p.33) Appl. au-
thor: Ralph A. Parker.
© 15Mar58; KK132815.

There's smart styling afoot for
men with Shugor. (In Boot & shoe
recorder, Jan. 15, 1958, p.18)
Appl. author: Ralph A. Parker.
© 15Jan58 (in notice: 1957);
KK132055.

This lively modern shoe ... Shugor.
Town & country shoes, T & C's
Jodhpur. (In Boot & shoe record-
er, Dec. 1, 1957, p.34) Appl.
author: Ralph A. Parker.
© 1Dec57; KK131106.

TENNANT (G. H.) CO. ©

A new low-cost way to sweep con-
gested areas; model 40 power
sweeper. © 30Oct57; KK131900.

TERMITOL CO., a unit of COMMONWEALTH
SANITATION CO. SEE Commonwealth
Sanitation Co.

TEXAS GAS TRANSMISSION CORP. ©

To a metallurgist, this means copper;
Texas Gas transports natural gas.
(In Time, May 19, 1958, p.65)
© 14May58; KK134467.

TEXTILE ENTERPRISES. ©

Which is ours? Fine fabrics from
America's leading manufacturers.
No.426. © 23Dec57; KK132177.

THOMAS COLLATORS, INC. ©

Our Thomas collator paid for itself
on the very first job. [Endorsed
by] James E. Williams. (In The
Office, Jan. 1957, p.115) Appl.
author: Carpenter-Proctor, Inc.
© 1Jan57; KK132308.

THOMPSON, DONALD E. d.b.a. GREAT
PLAINS DENTAL PRODUCTS CO. SEE
Great Plains Dental Products Co.

THOMPSON (RAY) STUDIOS. ©

Silly signs and slogans; big fun
package. Package 9 signs. Appl.
author: Ray Thompson. © 1May58;
KK134559.

THOMPSON-BERG CO. ©

Superior slushing scrapers.
TB series. Bulletin TB-66.
Appl. author: Cramer-Krasselt Co.
© 28Feb58; KK133163.

THOMPSON PRODUCTS, INC. ©

Capabilities for supporting guided
missile programs. © 1Nov57;
KK131679.

Pioneer mail wings. 15 sheet
calendar for 1958. Appl. au-
thor: Edwards & Deutsch Litho-
graph Co. © 2Jan58; KK132180.

3M CO., a.k.a. MINNESOTA MINING &
MANUFACTURING CO. SEE Minnesota
Mining & Manufacturing Co.TICONIUM DIVISION, CONSOLIDATED METAL
PRODUCTS CORP. SEE Consolidated
Metal Products Corp.

TIDY HOUSE PRODUCTS CO. ©

At last, a household cleaner; Fast, heavy duty, sanitizing cleaner and disinfectant. (In The Minneapolis star, Apr. 30, 1958, p.5-E) Appl. author: Earle Ludgin & Co. © 30Apr58; KK134092.

Free at your beauty salon; coupon good for free can of new dish-washing liquid. Shina Dish for dishes and fine fabrics. (In The St. Louis post dispatch, May 7, 1958, p.6F) Appl. author: Earle Ludgin & Co. © 7May58; KK134940.

TIME, INC. ©

The American market; less of a mystery now. The answers ... by Life's new study of consumer expenditures. Peter Drucker. (In The Wall Street Journal, Dec. 9, 1957, p.15) Appl. author: Young & Rubicam, Inc. © 9Dec57; KK131932.

Aw, leave your kids alone; you'll get some brutal facts ... in an article specially written for Life by Robert Paul Smith. (In New York world-telegram & sun, Jan. 22, 1958, p.16) Appl. author: Young & Rubicam, Inc. © 22Jan58; KK132239.

Beginning a major Life series: The Russian Revolution, 10 days that still shake the world. (In The New York times, Jan. 8, 1958, p.48) Appl. author: Young & Rubicam, Inc. © 8Jan58; KK132238.

Education; new key to consumer spending. This important advance is Life's new study of consumer expenditures. Edward C. Bursk. (In The Wall Street Journal, Dec. 4, 1957, p.15) Appl. author: Young & Rubicam, Inc. © 4Dec57; KK131933.

How business ranks national magazines; again in 1957, Life led all magazines in advertising revenue. (In PIB, Dec. 1957, p.4-5) Appl. author: Young & Rubicam, Inc. © 19Feb58; KK134427.

How people respond to Life around Chicago. (In Chicago daily tribune, Apr. 2, 1958, pt.1, p.14-15) Appl. author: Young & Rubicam, Inc. © 2Apr58; KK134429.

Life and the many lives of Mr. Webster. (In The New York times, Jan. 30, 1958, p.24) Appl. author: Young & Rubicam, Inc. © 30Jan58; KK132240.

The nation's press, government, business ... tell how Life's new marketing study can help you; this new study of consumer expenditures. (In The Wall Street Journal, Jan. 8, 1958, p.15) Appl. author: Young & Rubicam, Inc. © 8Jan58; KK132237.

The new consumers: profit or loss for you? Life's new study of consumer expenditures. Lee Hastings Bristol. (In The Wall Street Journal, Dec. 19, 1957, p.13) Appl. author: Young & Rubicam, Inc. © 19Dec57; KK131930.

Out today, Life's special year-end issue; America's world abroad. (In The New York times, Dec. 19, 1957, p.14) Appl. author: Young & Rubicam, Inc. © 19Dec57; KK131931.

38¢ out of every dollar spent on consumer goods and services is spent by households that read an average issue of Life. (In Printer's ink, Apr. 4, 1958, p.3 of cover) Appl. author: Young & Rubicam, Inc. © 4Apr58; KK135135.

38¢ out of every dollar spent on consumer goods and services is spent by households that read an average issue of Life. (In The New York times, Apr. 1, 1958, p.32) Appl. author: Young & Rubicam, Inc. © 1Apr58; KK134428.

To peep at such a world, to see the stir. Only Life gives you so much of the world. (In The New York times, Mar. 5, 1958, p.32) Appl. author: Young & Rubicam, Inc. © 5Mar58; KK133919.

Which will be better educated? Alexei, Moscow; Stephen, Chicago. Only Life gives you so much understanding. (In The New York times, Mar. 19, 1958, p.32) Appl. author: Young & Rubicam, Inc. © 19Mar58; KK133920.

TIME INSURANCE CO. ©

Refund life plan. © 21Feb58; KK132557.

TIME REGISTER CO. ©

Why keep time records? Use the public accountant's chargeable time register. NM: additions. © 23Dec57; KK131718.

TIMKEN-DETROIT AXLE DIVISION, ROCKWELL SPRING & AXLE CO. SEE Rockwell Spring & Axle Co.

TIMKEN ROLLER BEARING CO. ©

Just a minute while a mile of steel is rolled. (In Newsweek, Feb. 3, 1958) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 29Jan58; KK134481.

Problem in the chicken feed industry; fine alloy steel. (In U. S. news & world report, Feb. 28, 1958) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 24Feb58; KK132517.

The railroads will bring you a tastier steak. (In U. S. news & world report, Jan. 3, 1958) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 30Dec57 (in notice: 1958); KK131101.

TIRES, INC. ©

Great 4 for 1 sale; one of America's oldest & finest brands. (In Sunday news, New York, Feb. 16, 1958, p.97) © 16Feb58; KK132142.

\$1,000,000 tire sale; save up to 59% on America's famous brands. (In Sunday news, New York, Jan. 19, 1958, p.89) © 19Jan58; KK131708.

Tires Incorporated now in Brooklyn opens huge, half-acre, all-indoor drive-in super branch. (In Sunday news, New York, May 18, 1958, p.103) © 18May58; KK134255.

TITUS, BLISS E. ©

Bliss Titus universal target. 4 square. © 14Sep57; KK133459.

TOLEDO PAINT & CHEMICAL CO.

Ray-Bar, clear polyester protection for all wood surfaces. 1 quart. © Peters Co., division of Toledo Paint & Chemical Co.; 3Feb58; KK132745.

TOMPKINS' LABEL SERVICE. ©

This is a Tompkins' pressure-sensitive Pres-To-Seal label; use ... calendars to advertise your business. © 2Dec57; KK131283.

Your quick request form & packaging guide to ... labels. © 28Apr58; KK134320.

TONI CO. DIVISION, GILLETTE CO. SEE Gillette Co.

TOPCO ASSOCIATES, INC. ©

Food Club golden yellow cake mix. Net wt. 1 lb. 3 oz. © 29Jul55; KK134734.

Food Club macaroni. Net weight 1 lb. © 8Jun57; KK134404.

Food Club macaroni; new enriched macaroni. Net weight 1 lb. © 8Jun57; KK134403.

Gaylord halved unpeeled apricots in heavy syrup. No.303 size. Contents one pound. © 1Jan47; KK133700.

Gaylord whole kernel golden corn. Contents 12 oz. avd. © 1Jan47; KK133701.

Sparkling, liquid detergent for dishes. Contents 12 fl. oz. © 3Jun57; KK134450.

TRACTOR & IMPLEMENT DIVISION, FORD MOTOR CO. SEE Ford Motor Co.

TRACY, JOHN L., KENNETH MURCHISON & KENNETH MURCHISON, JR., composing the partnership KENNETH MURCHISON & CO. SEE Murchison (Kenneth) & Co.

TRAFFIC HOUSE, INC. ©

Speed-watch service conversions; phone jack connectors. Appl. author: Maurice V. Caldwell. © 17Apr58; KK133722.

TRAINER DISTILLED PRODUCTS CO.

Thoroughbred quality blended whiskey. © Trainer Distilled Products Co. accepted alternative designation of Continental Distilling Corp.; 13Feb56; KK131963.

TRANSOGRAM CO., INC. ©

Championship 11 inch soft, unbreakable, plastic bowling pins with 2 ... balls with finger holes. No.3553. Appl. author: Toy Research Institute, Inc. © 9Jan57; KK131711.

4 star ring toss. No.3311. Appl. author: Toy Research Institute, Inc. © 12Dec54; KK131710.

Paint your own stained glass windows with 6 transparent plastic window pictures. Ages 9 to adult. No.1930-198. Appl. author: Toy Research Institute, Inc. © 24Jan57; KK131709.

Skip Bowl, bowling fun for everyone. No.3885. Appl. author: Toy Research Institute, Inc. © 18Dec55; KK133106.

TREGAR, CHARLES. ©

New Tela Brac; multi position telephone receiver bracket. © 22Mar58; KK133296.

TRIM FOOD PRODUCTS CO., INC. ©

Hillside Trim; fortified vitamin A & D skimmed milk. One quart liquid. © 14Jun57 (in notice: 1956); KK131564.

TRIX FOODS CO. SEE Perk Foods Co.

TROPICAL PAINT CO. ©

Street marking paint. Appl. author: Ralph E. Meermans. © 1Feb58; KK132212.

TRU-VISION PICTURES. ©

Around the world with Tru-Vision 3-D pictures and viewer all-in-one. Appl. author: Arthur A. Crancer, Jr. © 16Dec57; KK131545.

TUDOR GUILD. ©

Songs to a queen's fancy. Tudor Guild presents the Festival singers. © 10Oct57; KK133672.

TULLAR, ROBERT H. sole owner CAROLYN RICHARD CREATIONS CO. SEE Richard (Carolyn) Creations Co.

TURTLE WAX-PLASTONE CO. ©
New, Aero-Dent push-button tooth-paste. Contents: 5 1/2 oz.
© Turtle Wax-Plastone Co. d.b.a. Aero-Dent Co.; 13Dec57; KK131166.
New Turtle Wax discovery, push-button paste wax; auto polish. (In The Republican, Paoli, Ind., Jan. 14, 1958, p.3) © 14Jan58; KK131312.

TUSING FINANCE CO., INC. ©
The place to come, when you need money. © 1Mar58; KK134135.

TWENTIETH CENTURY FUND, INC. ©
America's new dimensions, a film-strip series. (In Twentieth Century Fund newsletter, winter 1958, p.4) © 15Jan58; KK132963.

TWINBROOK DISTILLERIES.
Out of this world; Sputnik, eighty proof vodka. © General Distillers Corp. of Kentucky d.b.a. Twinbrook Distilleries; 18Dec57; KK131186.

TYLER REFRIGERATION CORP. ©
Announcing the new Tyler sell-more shopping cart with exclusive lower Slide-Out basket. Model T197; T197F. (In Supermarket news, Feb. 17, 1958, p.48) Appl. author: John Jay Philip. © 17Feb58; KK132562.

Faster, easier selection with Tyler no-glass, open-front sales-cases. (In Supermarket news, Dec. 23, 1957, p.20) Appl. author: John Jay Philip. © 23Dec57; KK132097.

In Brooklyn, New York, new key food market goes Tyler. [Endorsed by] George Fuchs. (In Supermarket news, Feb. 3, 1958, p.70) Appl. author: John Jay Philip. © 3Feb58; KK131999.

In Des Moines ... Hinky Dinky goes Tyler; Tyler no-glass, open-front sales-cases offer see-more. (In Supermarket news, Nov. 11, 1957, p.36) Appl. author: John Jay Philip. © 11Nov57; KK132007.

Latest, Tyler first ... Air Skreen, sales and storage cooler. (In Chain store age, May 1958, grocery managers ed., p.137) Appl. author: James William Taylor, Jr. © 30Apr58; KK134387.

New frontiers ahead for self-service merchandising. Meat sales-cases [and other] equipment. (In Supermarket news, Apr. 28, 1958, p.40) Appl. author: James William Taylor, Jr. © 28Apr58; KK133784.

Package more meat, sell more meat; new double-duty meat sales-case. (In Supermarket news, May 12, 1958, p.40) Appl. author: John Jay Philip. © 12May58; KK134386.

Short-cut to profits on meats, dairy products and produce; Air Skreen, sales & storage cooler. (In Supermarket news, May 26, 1958, p.88) Appl. author: James William Taylor, Jr. © 26May58; KK134690.

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ULMER PHARMACAL CO.
JV, Ulmer's junior & pediatric vitamins; tasting sample. Appl. author: Robert W. Bostrom. © Physicians & Hospitals Supply Co., Inc. d.b.a. Ulmer Pharmacal Co.; 15May58; KK134358.

UNCAS MANUFACTURING CO. ©
The look of real diamonds; fabulous fakes by Sorrento. No.79 assortment. © 6Mar58; KK133100.

UNION SPECIAL MACHINE CO. ©
Decorative and functional stitching; multiple needle. Style 54400 H; style 54400 J. Appl. author: Arthur J. Feigel. © 10Mar58; KK135012.

For better, faster, more economical production of service shirts and pants; industrial sewing machines. Bulletin 251. Appl. author: Arthur J. Feigel. NM: redesigned & additions. © 10Feb58; KK135011.

High speed machines for seaming and binding mattress ticks. Style 51200 BL; style 51200 BM; style 51300 BM. Appl. author: Arthur J. Feigel. © 30Dec57; KK135010.

High throw, multiple needle; style 54200 A, style 54200 E. For attaching elastic to swim trunks. Industrial sewing machines. Appl. author: Arthur J. Feigel. © 16Dec57; KK133769.

Low throw, multiple needle; style 54400 A, style 54400 E. For attaching woven elastic to undershorts. Industrial sewing machines. Appl. author: Arthur J. Feigel. © 16Dec57; KK133768.

Style 51100 BM, style 51100 BP; for seaming bags. Industrial sewing machines. Appl. author: Arthur J. Feigel. © 30Dec57; KK133766.

Style 54200 K, for banding dungarees. Industrial sewing machines. Appl. author: Arthur J. Feigel. © 16Dec57; KK133767.

UNITED BISCUIT CO. OF AMERICA.
Butter flavored macaroons by Sawyer; approximately 70 cookies. Weight 1 pound. © United Biscuit Co. of America (in notice: Sawyer Biscuit Co., division of United Biscuit Co. of America); 13Jan58; KK132407.

Cinnamon crisp, by Sawyer. A cinnamon flavored crunchy biscuit. Net 14 1/4 ounces. Appl. states prev. pub. KK108315. NM: additions. © United Biscuit Co. of America (in notice: Sawyer Biscuit Co., division of United Biscuit Co. of America); 26Mar58; KK133162.

Fig bars, by Sawyer. Approximately 35 bars. 1 3/4 pounds. © United Biscuit Co. of America (in notice: Sawyer Biscuit Co., division of United Biscuit Co. of America); 4Apr58; KK133939.

Sawyer's chocolate chip cookies. 30 cookies. Weight 9 oz. © United Biscuit Co. of America (in notice: Sawyer Biscuit Co., division of United Biscuit Co. of America); 25Apr58; KK134161.

Sawyer's Peter Pan shortbread cookies. Weight 9 oz. © United Biscuit Co. of America (in notice: Sawyer Biscuit Co., division of United Biscuit Co. of America); 19Jun58; KK135168.

UNITED DAIRY COOPERATIVE ASSN. ©
Northland butter brickle; ice cream. 1/2 gal. liquid. Appl. author: Marathon, division of American Can Co. © 1Jan57; KK134420.

Northland chocolate ice cream. 1/2 gal. liquid. Appl. author: Marathon, division of American Can Co. © 1Jan57; KK134421.

Northland chocolate revel ice cream. 1/2 gal. liquid. Appl. author: Marathon, division of American Can Co. © 1Jan57; KK133973.

UNITED FRUIT CO. ©
What's for lunch, mom? Please can I havabananana today? (In New York Riverdale press, Dec. 12, 1957, p.15) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 12Dec57; KK132448.

UNITED MERCHANTS AND MANUFACTURERS, INC. ©
Make your own Con-Tact cut-outs using Con-Tact printed patterns; the original self-adhesive plastic. © 12Feb58; KK133508.

Pick up extra profits this spring with Nylonite Web-Tite, brand new decorative re-webbing kit for aluminum chairs and chaises. © 14Jan58; KK131354.

This is your Con-Tact sales manual for spring 1958; the original self-adhesive plastic. © 27Dec57; KK131129.

UNITED PURE FOOD CO. ©
Recipes with nature's own magic; Re Umberto, imported olive oil. © 15Nov57; KK132794.

UNITED STATES GYPSUM CO. ©
Decorating idea file for kitchens. © 27Oct57; KK132005.

Farm building plan from your Business of farming dealer. Cost-cutting cattle barn. No.BF376. © 21Aug57; KK132000.

Flexible milking parlor. No.BF682. © 13Mar58; KK133952.

Windowless poultry house. No.BF377. © 20Oct57; KK132002.

Idea file for kitchens; from Popular home; the Business of farming. © 20Oct57; KK132004.

Idea file for storage built-ins from Popular home, the Business of farming. © 6Nov57; KK132006. Popular home; the Business of farming; Handyman plan. Hallway storage. No.PUB382. © 13Mar58; KK133953.

Preparing to remodel. No.PUB381. © 17Jan58; KK133954.

Seven tables and how to build them. No.PUB377. © 20Oct57; KK132003. Walks, walls & driveways. No.PUB376. © 21Aug57; KK132001.

UNIVERSAL AUTO PARTS CO. ©
Place cord so coil will uncurl from top to follow in your first path. Appl. author: Clifford Hostetter Flanigan. © 14Mar58; KK132677.

UNIVERSAL C. I. T. CREDIT CORP. ©
Sales ticker. Items of interest to automobile dealers and salesmen. Dec. 1957. (In Automotive news, Dec. 9, 1957, p.11) © 7Dec57; KK130961.

Jan. 1958. (In Automotive news, Jan. 13, 1958, p.11) © 11Jan58; KK131946.

Feb. 1958. (In Automotive news, Feb. 10, 1958, p.13) © 8Feb58; KK132144.

Apr. 1958. (In Automotive news, Apr. 14, 1958, p.15) © 12Apr58; KK133745.

UNIVERSAL MANUFACTURING CO., INC. ©
Adult-tested for greater child safety; Gym-Dandy. Gyms, slides, play units. (In National furniture review, Jan. 1958, p.15) © 24Dec57 (in notice: 1958); KK133287.

The most complete line is Gym-Dandy; here are a few of the ... 1958 Gym-Dandy play units. Rock-It [and 15 other] play units. (In National furniture review, Mar. 1958, p.60-61) © 6Mar58; KK133228.

- UNIVERSAL MATCH CORP. ©
Alemite tune-up twins. CD-2; KT.
Appl. author: Russell J. Fahning.
© 10Jun58; KK134944.
- American for service. American
Steel Engineering Co., Inc.
Appl. author: Russell J. Fahning.
© 23Jan58; KK131942.
- Avis Rent-A-Truck. Appl. author:
Russell J. Fahning. © 2Jan58;
KK131007.
- Bank of Bethesda. Appl. author:
Russell J. Fahning. © 25Apr58;
KK134195.
- Barlow's Laundry & Dry Cleaning.
Appl. author: Russell J. Fahning.
© 15May58; KK134471.
- Blakely guaranteed extra service.
Appl. author: Russell J. Fahning.
© 26Mar58; KK132986.
- Cleco; the best in portable,
pneumatic tools. Appl. author:
Russell J. Fahning. © 13Jan58;
KK131206.
- Consolidated Mounting & Finishing
Co., Inc. Appl. author: Russell
J. Fahning. © 11Mar58; KK132690.
- Duncan Industries, specialists in
centerless grinding. Appl. au-
thor: Russell J. Fahning.
© 10Jun58; KK134943.
- Ennis State Bank. Your complete
banking service. Appl. author:
Russell J. Fahning. © 19Jun58;
KK135182.
- Guard your health the easy way,
drink One Oak milk. Appl. au-
thor: Russell J. Fahning.
© 30Jan58; KK131647.
- H. K. Cochran Co. Diamond C feeds.
Appl. author: Russell J. Fahning.
© 4Apr58; KK133404.
- Hoskins 50th anniversary; 1908 -
1958. Hoskins Manufacturing Co.
Appl. author: Russell J. Fahning.
© 21Feb58; KK132563.
- It pays to keep clean. American
Linen Supply Co. Appl. author:
Russell J. Fahning. © 28Feb58;
KK132446.
- Louitt Laundry. Appl. author:
Russell J. Fahning. © 2Jan58;
KK131005.
- McCoy Co., tractors and road machin-
ery. Appl. author: Russell J.
Fahning. © 19Dec57; KK131004.
- Machinery & Supplies Co., Inc.
Appl. author: Russell J. Fahning.
© 14May58; KK134240.
- Mello-Toast enriched bread; taste
the difference. Koestler's
Bakery. Appl. author: Russell J.
Fahning. © 9May58; KK134904.
- Merchants Mutual Insurance Company.
40th anniversary, 1918-1958.
Appl. author: Russell J. Fahning.
© 3Jan58; KK131003.
- Metaframe. Stainless steel thermom-
eter [and other products]
Appl. author: Russell J. Fahning.
© 13Jan58; KK131205.
- Only General Electric has all three.
Appl. author: Russell J. Fahning.
© 30Jan58; KK131648.
- Prevent forest fires. International
Paper Co. Appl. author: Russell
J. Fahning. © 28Feb58;
KK132445.
- Rosen's greetings. Appl. author:
Russell J. Fahning. © 28May58;
KK134704.
- Serving the greater southwest area.
Hardin & Flanagan. Appl. author:
Russell J. Fahning. © 13Jun58;
KK135073.
- Sexton quality foods, serving
hotels, restaurants, institutions.
Appl. author: Russell J. Fahning.
© 13Jan58 (in notice: 1957);
KK131204.
- Ship by Wilson Truck Company, Incor-
porated. Appl. author: Russell J.
Fahning. © 10Jun58; KK134945.
- Smith's Silver Star cutting equip-
ment; America's finest torch.
Appl. author: Russell J. Fahning.
© 2Jan58; KK131002.
- Specify Lewin-Mathes copper and
brass tube, pipe, rod. Appl.
author: Russell J. Fahning.
© 18Apr58; KK133676.
- Stauffer Chemicals. Agricultural
chemicals. Appl. author: Russell
J. Fahning. © 4Apr58; KK133403.
- Tex-Towell. Texas Towel & Uniform
Service. Appl. author: Russell J.
Fahning. © 4Apr58; KK133405.
- Thompson Tractor Co., Inc.
Genuine caterpillar. Appl. au-
thor: Russell J. Fahning.
© 15May58; KK134472.
- Thurston Motor Lines, Inc. 25 years
of dependable service. Appl. au-
thor: Russell J. Fahning.
© 20May58; KK134687.
- Tom O'Ryan Advertising Co.
Appl. author: Russell J. Fahning.
© 30Jan58; KK131646.
- Try Union Pacific for carefree
comfort, relaxation. Union
Pacific Railroad. Appl. author:
Russell J. Fahning. © 11Mar58;
KK132689.
- Waxahachie Bank & Trust Co. The
friendly bank. Appl. author:
Russell J. Fahning. © 14May58;
KK134241.
- Weaver Shipyards, Orange, Texas.
Appl. author: Russell J. Fahning.
© 29May58; KK134831.
- What Cheer Laundry. Appl. author:
Russell J. Fahning. © 2Jan58;
KK131006.
- UNIVERSAL PICTURES CO., INC. ©
Showman's manual. Howard Hughes'
Jet Pilot. © 19Aug57;
KK131626.
- UNIVERSAL POTTERIES, INC. ©
Trade stimulator plan; exclusive
bouquet decoration. 6 cream
pitcher[s and other] dinnerware &
kitchenware. © 7Feb58; KK133510.
- UNIVERSAL-RUNDLE CORP. ©
Helpful book shows new trend in
bathrooms; it's by Universal-
Rundle, makers of ... bathroom
fixtures. (In Sunset, Feb. 1957,
p.165) © 1Feb57; KK131407.
- New ideas for better bathrooms with
fixtures by Universal, u/r,
Rundle. (In The American home,
Feb. 1958, p.36-37) © 1Feb58;
KK132235.
- UPJOHN CO. ©
Better gastric tolerance facilitates
uninterrupted therapy; Medrol.
© 31Mar58; KK134418.
- Cardrase Rx'd; potent orally effec-
tive nonmercurial diuretic.
© 1Apr58; KK133501.
- Freest from appetite disturbances and
weight gain; Medrol. © 24Mar58;
KK134419.
- Greater anti-inflammatory effect on
less corticosteroid dosage; Medrol.
© 7Apr58; KK134417.
- Medrol; better gastric tolerance
facilitates uninterrupted therapy.
© 3Mar58; KK133505.
- Medrol; freest from appetite dis-
turbances and weight gain. No
voracity; no anorexia. © 6Mar58;
KK133506.
- Medrol; least alteration in electro-
lyte-water balance protects
against cardiac overload and
edema. © 10Mar58; KK133507.
- Medrol; more anti-inflammatory effect
on less corticosteroid dosage.
© 28Feb58; KK133504.
- Medrol; superior psychic stability
during corticosteroid therapy.
© 26Feb58; KK133503.
- Medrol; the first anti-inflammatory
steroid that effects salt and
water mobilization, not retention.
© 12Mar58; KK133500.
- Medrol, the most efficient of all
anti-inflammatory steroids.
© 8Jan58 (in notice: 1957);
KK131912.
- Medrol; unique freedom from tremors,
headaches and vertigo promotes
patient comfort. © 14Mar58;
KK133502.
- New psychic stability during corti-
costeroid therapy; Medrol. (Su-
perior psychic stability)
© 17Mar58; KK134416.
- Optimal maintenance of electrolyte-
water balance; Medrol. © 21Apr58;
KK134414.
- Orinase now effectively replaces in-
jection therapy in over 225,000
diabetics. © 28Jan58; KK133414.
- Unique freedom from tremors, head-
aches and vertigo; Medrol.
© 14Apr58; KK134415.
- V
- V & C MANUFACTURING. ©
Junior blueprinter. Appl. author:
Cecil Willard Vaughn. © 1Dec57
(in notice: 1956); KK131192.
- VACU-DRY CO. ©
Life Preserver brand family-survival
food pack. Net wt.: 6 lbs., 4 ozs.
© 25Apr58; KK134288.
- Noah's Ark brand family survival food
pack. Net wt.: 6 lbs., 4 ozs.
© 25Apr58; KK134287.
- VAN CAMP LABORATORIES, division of
VAN CAMP SEA FOOD CO., INC. SEE
Van Camp Sea Food Co., Inc.
- VAN CAMP SEA FOOD CO., INC. ©
San Lucas brand light solid tuna;
Tonno. Contents 3 1/2 ozs.
avoir. © 17Feb58; KK132423.
- Vanco; dry vitamin A & D₃ for use
in the manufacture of registered
feeds only. © Van Camp Labora-
tories, division of Van Camp Sea
Food Co., Inc.; 20Jan58;
KK132424.
- VANITY FAIR MILLS, INC. ©
Butterflies are fluttering to Vanity
Fair in a new and lighthearted
lingerie collection. (In Mademoi-
selle, Apr. 1958, p.41) Appl.
authors: Grant Advertising, Inc. &
Abbott Kimball Co., Inc.
© 29Mar58; KK133683.
- The chemise look begins with our
chemisette. (In The New Yorker,
Mar. 15, 1958, p.3) Appl. au-
thors: Grant Advertising, Inc. &
Abbott Kimball Co., Inc.
© 13Mar58; KK133682.
- Color by Vanity Fair ... adding the
brilliance of Jade Mist to linge-
rie fashion. (In Mademoiselle,
Oct. 1957, p.24) Appl. author:
Abbott Kimball Co., Inc.
© 29Sep57; KK131449.
- Color by Vanity Fair ... adding the
enchantment of Rose Blush to
lingerie fashion. (In Harper's
bazaar, Sept. 1957, p.12) Appl.
author: Abbott Kimball Co., Inc.
© 1Sep57; KK131450.

VANITY FAIR MILLS, INC. Cont'd.

Color by Vanity Fair ... to lingerie fashion; from the Morning Glory Blue collection. (In Harper's bazaar, Feb. 1958, p.22) Appl. authors: Grant Advertising, Inc. & Abbott Kimball Co., Inc. © 1Feb58; KK133687.

Color by Vanity Fair ... to lingerie fashion; from the Pink Poppy collection. (In Glamour, Feb. 1958, p.24) Appl. authors: Grant Advertising, Inc. & Abbott Kimball Co., Inc. © 22Jan58; KK133688.

The fabulous colors of Vanity Fair are ... for Christmas; this gown. (In The Christian Science monitor, Oct. 5, 1957, p.3) Appl. authors: Grant Advertising, Inc. & Abbott Kimball Co., Inc. © 5Oct57; KK133692.

The famous pleats of Vanity Fair now fashioned on a new slant. (In The Christian Science monitor, Sept. 7, 1957, p.3) Appl. authors: Grant Advertising, Inc. & Abbott Kimball Co., Inc. NM: revision. © 7Sep57; KK133691.

New Vanity Fair bridal ensemble with our own delicate Starflower embroidery. (In The Christian Science monitor, Feb. 8, 1958, p.3) Appl. authors: Grant Advertising, Inc. & Abbott Kimball Co., Inc. NM: "new copy." © 8Feb58; KK133685.

Now the softened silhouette; pettiskirt. (In Glamour, Apr. 1958, p.6) Appl. authors: Grant Advertising, Inc. & Abbott Kimball Co., Inc. © 22Mar58; KK133684.

Trousseau lingerie by Vanity Fair embroidered in our heavenly Starflowers. (In Bride's magazine, summer 1958, p.35) Appl. authors: Grant Advertising, Inc. & Abbott Kimball Co., Inc. © 15Apr58; KK133681.

The Vanity Fair dream ensemble; gown, peignoir. (In The Christian Science monitor, Nov. 2, 1957, p.3) Appl. authors: Grant Advertising, Inc. & Abbott Kimball Co., Inc. NM: revision. © 2Nov57; KK133690.

The Vanity Fair empire ensemble; the gown, the peignoir. (In The Christian Science monitor, Dec. 14, 1957, p.3) Appl. authors: Grant Advertising, Inc. & Abbott Kimball Co., Inc. NM: "new copy." © 14Dec57; KK133689.

The Vanity Fair softened silhouette; pettiskirt. (In The Christian Science monitor, Mar. 29, 1958, p.3) Appl. authors: Grant Advertising, Inc. & Abbott Kimball Co., Inc. NM: "new copy." © 29Mar58; KK133686.

VEGA INDUSTRIES, INC. ©

Plan a more useful basement; Heat-illator service-way. Service entry for modern basements. Model S; D. Appl. author: Edward S. Murray. © 31Mar58; KK133635.

Uni-bilt fireplace, the prefabricated fireplace and chimney. The Citation; Coronet. Appl. author: Edward S. Murray. NM: revision & additions. © 17Feb58; KK133929.

VEITH, CLARA A.

Raine Bow Showers. SEE Veith, William J.

VEITH, WILLIAM J.

Raine Bow Showers. By Clara A. Veith. Contents: wheat; mustard seed; fancy rice. Net weight 10 oz. © William J. & Clara A. Veith; 15May58; KK134553.

VENUS PEN & PENCIL CORP. ©

Going to work in more offices; easier writing, longer writing Venus Velvet pencils. (In Office

management, Feb. 1958, p.22)

Appl. author: Doyle Dane Bernbach, Inc. © 25Jan58; KK132073.

Now we've crossed the pen and pencil to bring you a new advance in writing; the Venus 365 automatic ball Pen-cil. (In The Denver post, May 20, 1958, p.25) Appl. author: Doyle Dane Bernbach, Inc. © 20May58; KK134910.

VERSA PRODUCTS CO. ©

Beautify your home, inside and out, with Versa columns, the new heavy duty, ornamental wrought iron columns. Appl. author: Edward J. Kusel. © 9May58; KK134991.

Now enjoy greater home beauty with Versa railing, today's most popular do-it-yourself wrought iron railing. Appl. author: Edward J. Kusel. © 9May58; KK134992.

VIBRATION MEASUREMENT ENGINEERS, INC. ©

VME Seismolog, the best safeguard for all industries creating earth disturbances. © 25Jan57; KK133874.

VIC MANUFACTURING CO. ©

Built for efficient, positive chilling and re-circulation of all liquids; air-cooled chiller. Appl. author: Martin-Williams, Inc. © 10Mar58; KK132510.

VIRGINIA TRANSIT CO. ©

It's not so funny when the me is you; if men were as smart ... they'd ride the bus. (In Richmond news leader, Sept. 23, 1957, p.6) Appl. author: Cabell Eanes, Inc. © 23Sep57; KK131170.

Who, me? It's not so funny when the me is you. Are you heading up the boss' black list? (In Richmond news leader, Oct. 14, 1957, p.7) Appl. author: Robert H. Rankin. © 14Oct57; KK132949.

Who, me? It's not so funny when the me is you. [Hawk perched on sign post, looking down at man trudging along] (In The Richmond news leader, Sept. 30, 1957, p.15) Appl. author: Robert H. Rankin. © 30Sep57; KK132948.

Who, me? It's not so funny when the me is you. Traffic snarls. (In Richmond news leader, Oct. 7, 1957, p.7) Appl. author: Robert H. Rankin. © 7Oct57; KK132950.

VIRISAN COLD RESEARCH LABORATORIES, INC.

Announcing to the medical profession, a superior prescription-type formula for patients with colds in head, chest or throat. (In Detroit news, Oct. 1, 1957, p.10) Appl. author: Ted Bates & Co., Inc. © Virisan Cold Research Laboratories, Inc., Anahist Co., Inc.; 10Oct57; KK133728.

Now, a single cold tablet with 6 ingredients helps drain sinus cavities. (In Peoria journal star, Jan. 2, 1958, p.A-4) Appl. author: Ted Bates & Co., Inc. © 2Jan58; KK133290.

VIRISAN COLD RESEARCH LABORATORIES, INC. SEE ALSO Anahist Co., Inc.

VI-SAN CO. ©

Coffee cup career. Appl. author: Visan Nutritional Laboratories. © 7Sep56; KK135272.

VISAN NUTRITIONAL LABORATORIES. ©

Mink coats for Vi-San minerals. © 15Aug56; KK134609.

Prescription for better living; Vi-San is a fresh food supplement. © 9Sep56; KK134613.

Reducing with Redusan is a figure game you'll love to play. © 7Oct57; KK134612.

Redusan, concentrated natural-fruit snacks, a scientific nutritional reducing method. Contents: 14 1/2 oz. (Package sleeve) © 11Oct57; KK134611.

Redusan, concentrated natural-fruit snacks, a totally new idea in nutritional weight control. Contents: 7 1/4 oz. © 11Oct57; KK134608.

You can now reduce. © 26Sep57; KK134610.

VITAMIN FOOD CO., INC. ©

Nutritional supplements; vitamins, minerals, protective foods. © 11Feb58; KK132487.

VITASAFE CORP. ©

After 20 happy years together, we were drifting apart; to prove ... we will send you ... a 30-day free supply of high potency Vitasafe C. F. capsules. Key no.634. (In The Pittsburgh press, Jan. 12, 1958, p.16) © 12Jan58; KK131944.

Do you ever wish you were single again? To prove ... we will send you ... 30-day free supply of high-potency Vitasafe C. F. capsules. Key no.616. (In Pittsburgh sun-telegraph pictorial living, Jan. 12, 1958, p.20) © 12Jan58; KK131945.

Do you feel like taking a nap every afternoon? Send for this free 30-day supply of high-potency Vitasafe capsules. Key 107. (In St. Anthony messenger, Dec. 15, 1957, p.64) NM: revision & additions. © 15Dec57 (in notice: 1958); KK132733.

Do you have that half-dead feeling all the time? To prove to you ... a free 30-day supply of high potency Vitasafe C. F. capsules Key 431. (In McCall's, Dec. 1957, p.120) © 26Dec57 (in notice: 1958); KK132312.

Does every month of hard work just bring you closer to being fired? To prove ... a 30-day free supply of high-potency Vitasafe C. F. capsules. Key no.575. (In Pittsburgh sun-telegraph pictorial living, Mar. 30, 1958, p.24) © 30Mar58; KK134175.

Everything I said started an argument. To prove ... a 30-day free supply of high-potency Vitasafe C. F. capsules. Key no.C-2. (In The Cincinnati post, Apr. 26, 1958, p.20B) © 26Apr58; KK134446.

For the first time in 20 years someone whistled at my wife; to prove to you ... a 30-day free supply of high-potency Vitasafe C. F. capsules. Key no.11-6. (In The American weekly, Dec. 29, 1957, p.15) NM: revision. © 29Dec57; KK131482.

Has your wife stopped being jealous of you? To prove ... we will send you a free 30-day supply of high-potency Vitasafe C. F. capsules. Key no.613. (In New York mirror magazine, Jan. 12, 1958, p.19) NM: additions. © 12Jan58; KK131943.

He didn't even kiss me goodnight; to prove ... 30-day free supply of high-potency Vitasafe C. F. capsules. Key no.726. (In The Cincinnati post, Jan. 25, 1958, p.24-A) © 25Jan58; KK132384.

He made me reel like a bride again. To prove ... a 30-day free supply of high-potency Vitasafe C. F. capsules. Key no.810. (In Rocky Mountain news, Denver, Feb. 9, 1958, p.58) © 9Feb58; KK132804.

How close to divorce have you come? Send for this free 30-day supply of high-potency Vitasafe capsules. Key no.269. (In Household, Feb. 20, 1958, p.39) NM: revision. © 20Feb58; KK132343.

How tired can a man be. To prove ... a 30-day free supply of high-potency Vitasafe C. F. capsules. Key no.92. (In Baltimore American, Feb. 9, 1958, p.16) © 9Feb58; KK132992.

I was ashamed to always be so tired. Free 30 days supply high-potency capsules. Key no.77-12. (In Detroit free press, Oct. 20, 1957, p.8) NM: revision & additions. © 20Oct57; KK131878.

I'm worried; my husband's idea of a good time, sleeping all day Sunday. To prove ... a 30-day free supply of high-potency Vitasafe C. F. capsules. Key A-70. (In Parade, Apr. 27, 1958, p.19) NM: text changed to include children's formula in text & coupon. © 27Apr58; KK134444.

I'm worried, my husband's idea of a good time, sleeping all day Sunday. To prove ... 30-day free supply of high-potency Vitasafe C. F. capsules. Key no.629. (In Cincinnati times star, Jan. 4, 1958, p.16TV) © 4Jan58; KK132196.

Just imagine, my story in this newspaper; he didn't even kiss me good-night. To prove ... a 30-day free supply of high-potency Vitasafe C. F. capsules. Key no.937. (In Sunday news coloroto magazine, New York, Apr. 20, 1958, p.32) © 20Apr58; KK134655.

Maybe you feed your livestock better than you feed yourself; free, 30 days supply high-potency capsules. Key S29. (In Farmer stockman, Jan. 1958, p.3 of cover) © 25Dec57 (in notice: 1958); KK131519.

Must you go to sleep with the chickens? To prove ... a 30-day free supply of high-potency Vitasafe C. F. capsules. Key no.5-6. (In American agriculturist, Nov. 16, 1957, p.24) © 16Nov57; KK132803.

Nagging, nagging, nagging. How could anyone stand it? To prove ... a 30-day free supply of high-potency Vitasafe C. F. capsules. Key B-94. (In The Southern planter, May 1, 1958, p.32) © 1May58; KK134445.

Our fights have turned to kisses; to prove ... a 30-day free supply of high-potency Vitasafe C. F. capsules. Key no.554. (In Cincinnati enquirer, Jan. 5, 1958, p.7) © 5Jan58; KK132344.

Over and over again; I was ashamed to always be so tired. Free 30 days supply high-potency capsules. Key no.539. NM: revision & additions. © 1Jan58; KK132313.

Over and over again, it's the same old story. To prove ... a 30-day free supply of high-potency Vitasafe C. F. capsules. Key no.897. (In The Dallas morning news, Mar. 9, 1958, p.12) NM: additions. © 9Mar58; KK134177.

Psst, didn't you know, she's his wife, not his mother. To prove ... a 30-day free supply of high-potency Vitasafe C. F. capsules. Key no.740. (In Pittsburgh press, Feb. 16, 1958, p.16) © 16Feb58; KK133178.

There is only one safe way to reduce; free 30 days supply high-potency capsules; C. F. capsules.

Key no.233-10. (In Sunday news coloroto magazine, New York, Nov. 17, 1957, p.24) © 17Nov57; KK131295.

What do they expect from a man my age? To prove ... a 30-day free supply of high-potency Vitasafe C. F. capsules. Key 683. (In Milwaukee sentinel, Jan. 12, 1958, p.16) © 12Jan58; KK132345.

When a husband stops being a sweetheart, it's like living with a stranger. To prove ... a 30-day free supply of high potency Vitasafe C. F. capsules. Key no.612. (In Family weekly, Jan. 19, 1958, p.16) © 19Jan58; KK132991.

When a wife stops being a sweetheart, it's like living with a stranger. To prove ... a 30-day free supply of high potency Vitasafe C. F. capsules. Key no.833. (In The Dallas morning news, Feb. 16, 1958, p.15) © 16Feb58; KK134176.

Who is to blame when dad is tired, mother is nervous, and the kids look pale? To prove ... a 30-day free supply of high-potency Vitasafe C. F. capsules. Key B-47. (In The Cleveland press, Apr. 5, 1958, p.24) © 5Apr58; KK134174.

VOGEL MANUFACTURING CO. ©

New, safety first action picture match covers. A. © 10Apr58; KK133945.

New, safety first action picture match covers. B. © 10Apr58; KK133946.

New, safety first action picture match covers. C. © 10Apr58; KK133947.

VON STERNBERG, JULE R. & CHARLES H. ALBIN forming the copartnership SHOW-HOUSE. SEE Show-House.

VULCAN MOTOR PRODUCTS, INC. ©

Carburetor dashpot assemblies for Ford, Buick, Plymouth, etc. No.DV-1 [and 5 other] assemblies. Appl. author: Alfred C. Greene. © 18Apr58; KK133725.

Heater temperature regulator valve for Ford 1952-57. No.HV-100. Appl. author: Alfred C. Greene. © 18Mar58; KK132673.

Solenoid repair kits for Delco-Remy and Auto-Lite equipped cars. Catalog 58-17-A. Appl. author: John H. Staub. © 14Jun58; KK134985.

Tune up kits; promote unit sales. Catalog no.58-T-5. Appl. author: John H. Staub. © 9Apr58; KK133998.

W

WACHS (E. H.) CO. ©

Blade tension chart; torque wrench method. Guillotine DuWeld Pro-Set; power blades. © 11Dec57; KK132022.

WAGNER, CHESTER. ©

Henny Penny, PHT pressure fryer. Electric automatic model. © 1May58; KK134670.
Gas automatic model. © 1May58; KK134669.

WAHLSTROM BROS., INC. ©

Swimming pools; pool care guide. © 22Nov57; KK131998.

WAITT & BOND, INC. ©

Blackstone Kings, extremely mild all long Havana filler. Appl. author: James Thomas Chirurg Co. © 8Jun57; KK132175.

WALDES KOHINOOR, INC. ©

Paxton's worsted and silk slacks feature Waldes Perma-Smooth process zippers. (In Apparel arts, Aug. 1956) © 26Jul56; KK132540.

Sea Wolf washable slacks for boys feature Waldes Perma-Smooth process zippers. (In The Boys' outfitter, Apr. 1957, p.96) © 11Apr57; KK131751.

7-inch Waldes Truarc retaining rings cut costs, speed assembly-disassembly of 2-high/4-high mill. (In Design news, Feb. 1, 1957, p.7) © 1Feb57 (in notice: 1956); KK131222.

WALDORF MUSIC HALL, INC. ©

America's most beautiful hymns; a dedicated performance by Keith Booth, Lois Winter [and other performers] A mighty fortress is our God [and 13 other songs] New high fidelity. MHK 33-1244. © 25Apr58; KK133813.

America's most popular waltzes; performed by Ashley Adams and his orchestra. Always, The waltz you saved for me [and 9 other songs] New high fidelity. MHK 33-1243. © 25Apr58; KK133807.

America's most treasured hymns: Rock of ages, Abide with me [and 10 other] hymns. Supertone high fidelity. Aud 33-5901. © Waldorf Music Hall, Inc. (in notice: Audition Records, division Waldorf Music Hall, Inc.); 7Mar58; KK132624.

Beautiful echoes from the South Seas; played by ... the Royal Garden Islanders and Ray Kinney and his Hawaiian orchestra. Supertone high fidelity. Aud 33-5910. © Waldorf Music Hall, Inc. (in notice: Audition Records, division Waldorf Music Hall, Inc.); 7Mar58; KK132616.

Beautiful instrumental mood music; performed by Kurt Jensen and his pop concert orchestra. The Syn-copated clock, Pennywhistle song [and 8 other songs] Supertone high fidelity. Aud 33-5921. © Waldorf Music Hall, Inc. (in notice: Audition Records, division Waldorf Music Hall, Inc.); 7Mar58; KK132633.

The Big Band series; the Big Band ... plus exciting performances by Ray McKinley sextet. In the mood, Tuxedo junction [and 7 other songs] Supertone high fidelity. Aud 33-5915. © Waldorf Music Hall, Inc. (in notice: Audition Records, division Waldorf Music Hall, Inc.); 7Mar58; KK132629.

The big band special; exciting performances of Tommy and Jimmy Dorsey bands. The Alumni band. Colortone high fidelity. C33-4913. © Waldorf Music Hall, Inc. (in notice: Colortone Records, division Waldorf Music Hall, Inc.); 29Jan58; KK131890.

Children's holiday; performed by Wally Cox ... Vincent Lopez and his orchestra. Colortone high fidelity. C33-4916. © Waldorf Music Hall, Inc. (in notice: Colortone Records, division Waldorf Music Hall, Inc.); 29Jan58; KK131892.

Country jazz; great guitar solos ... starring George Barnes and his quartet. Colortone. C33-4915. © Colortone Records, division Waldorf Music Hall, Inc.; 21Apr58; KK134408.

WALDORF MUSIC HALL, INC. Cont'd.
 Dancing in the moonlight; David MacDowell and his Society orchestra. September song, How high the moon [and 10 other songs] Supertone high fidelity. Aud 33-5920. © Waldorf Music Hall, Inc. (in notice: Audition Records, division Waldorf Music Hall, Inc.); 7Mar58; KK132632.
 Echoes of Paris; played by Andre Zola and his orchestra. The last time I saw Paris, Mademoiselle de Paris [and 8 other songs] Supertone high fidelity. Aud 33-5924. © Waldorf Music Hall, Inc. (in notice: Audition Records, division Waldorf Music Hall, Inc.); 7Mar58; KK132636.
 The fabulous new Hollywood musical movie, Gigi. Performed by Enoch Light, his orchestra and chorus plus stars. New high fidelity. MHK 33-1249. © 25Apr58; KK133808.
 The great song hits of the Glenn Miller orchestra and the Jimmy Dorsey orchestra, played by the Alumni orchestra. New high fidelity. MHK 33-1246. © 25Apr58; KK133811.
 Hammond organ; starring Marlon Richards. If I didn't care, Harlow lights [and 12 other songs] Supertone high fidelity. Aud 33-5923. © Waldorf Music Hall, Inc. (in notice: Audition Records, division Waldorf Music Hall, Inc.); 7Mar58; KK132634.
 Hammond organ in Hi Fi, starring Leslie Carter. Colortone. C33-4926. © Colortone Records, division Waldorf Music Hall, Inc.; 21Apr58; KK134406.
 Hits from Hollywood musicals:
 Pal Joey, Pajama game, Oklahoma. Colortone high fidelity. C33-4910. © Waldorf Music Hall, Inc. (in notice: Colortone Records, division Waldorf Music Hall, Inc.); 29Jan58; KK131880.
 Holiday date: My blue heaven; Honeysuckle rose [and 9 other] melodies. Supertone high fidelity. Aud 33-5908. © Waldorf Music Hall, Inc. (in notice: Audition Records, division Waldorf Music Hall, Inc.); 7Mar58; KK132618.
 Holiday for children; featuring the Audition studio orchestra and chorus. Chuggy the choo choo, Heigh ho [and 11 other songs] Supertone high fidelity. Aud 33-5912. © Waldorf Music Hall, Inc. (in notice: Audition Records, division Waldorf Music Hall, Inc.); 7Mar58; KK132625.
 Holiday in Rio: Perhaps, perhaps, perhaps; Mambo no.5 [and other numbers] Colortone high fidelity. C33-4921. © Waldorf Music Hall, Inc. (in notice: Colortone Records, division Waldorf Music Hall, Inc.); 29Jan58; KK131884.
 Honky tonk piano; Danny Morgan and his Play Boys. Colortone high fidelity. C33-4909. © Waldorf Music Hall, Inc. (in notice: Colortone Records, division Waldorf Music Hall, Inc.); 29Jan58; KK131883.
 Honky tonk piano; starring Rip Chord. I'm forever blowing bubbles, Strolling through the park one day [and 19 other songs] Supertone high fidelity. Aud 33-5918. © Waldorf Music Hall, Inc. (in notice: Audition Records, division Waldorf Music Hall, Inc.); 7Mar58; KK132630.
 The Ink Spots: I don't want to set the world on fire, Marie [and other numbers] Colortone high fidelity. C33-4901. © Waldorf

Music Hall, Inc. (in notice: Colortone Records, division Waldorf Music Hall, Inc.); 29Jan58; KK131889.
 The Ink Spots: I'll never smile again, How deep is the ocean [and 8 other numbers] Supertone high fidelity. Aud 33-5905. © Waldorf Music Hall, Inc. (in notice: Audition Records, division Waldorf Music Hall, Inc.); 7Mar58; KK132621.
 Italia; played by Nicolini Luochesi and his orchestra. Arrivederci, Roma; Anema e core [and 11 other songs] Supertone high fidelity. Aud 33-5913. © Waldorf Music Hall, Inc. (in notice: Audition Records, division Waldorf Music Hall, Inc.); 7Mar58; KK132627.
 Jerome Kern's Showboat, plus other beautiful songs. Colortone. C33-4912. © Waldorf Music Hall, Inc. (in notice: Colortone Records, division Waldorf Music Hall, Inc.); 29Jan58; KK131898.
 Join the party: I'm looking over a four leaf clover, Peg o' my heart [and 8 other songs] Supertone high fidelity. Aud 33-5914. © Waldorf Music Hall, Inc. (in notice: Audition Records, division Waldorf Music Hall, Inc.); 7Mar58; KK132628.
 Let me call you sweetheart, starring the Pilot Quartet and the Harmonizing Clippers. New high fidelity. MHK 33-1235. © 25Apr58; KK133814.
 The lovely melodies of Victor Herbert; Gilbert & Sullivan song favorites, starring the Music Hall symphony orchestra & chorus. Colortone. C33-4924. © Colortone Records, division Waldorf Music Hall, Inc.; 21Apr58; KK134409.
 Lover's holiday; brilliant performances by the Colortone studio orchestra. Colortone high fidelity. C33-4920. © Waldorf Music Hall, Inc. (in notice: Colortone Records, division Waldorf Music Hall, Inc.); 29Jan58; KK131885.
 Lovers' lullaby; beautiful instrumental mood music performed by the 4 Themes. I'll see you in my dreams, Blue moon [and 8 other songs] Supertone high fidelity. Aud 33-5903. © Waldorf Music Hall, Inc. (in notice: Audition Records, division Waldorf Music Hall, Inc.); 7Mar58; KK132622.
 Mahalia Jackson; world's most famous gospel singer. It is no secret, My cathedral [and 8 other songs] Supertone. Aud 33-5919. © Waldorf Music Hall, Inc. (in notice: Audition Records, division Waldorf Music Hall, Inc.); 7Mar58; KK132631.
 Mahalia Jackson sings. Colortone. C33-4906. © Waldorf Music Hall, Inc. (in notice: Colortone Records, division Waldorf Music Hall, Inc.); 29Jan58; KK131886.
 Music for a dreamy mood; played by the 4 Colortones. Colortone high fidelity. C33-4922. © Waldorf Music Hall, Inc. (in notice: Colortone Records, division Waldorf Music Hall, Inc.); 29Jan58; KK131887.
 The Music man. Iowa stubborn, Will I ever tell you [and 6 other songs] Supertone high fidelity. Aud 33-5925. © Audition Records, division Waldorf Music Hall, Inc.; 23Apr58; KK134411.
 The Music man. Seventy-six trombones, Will I ever tell you [and 6 other songs] Colortone. C 33-4929. © Colortone Records, division Waldorf Music Hall, Inc.; 1May58; KK134413.

The music man, America's newest and greatest hit show. Star performances by Lois Winter, Artie Malvin [and other performers] New high fidelity. MHK 33-1248. © 25Apr58; KK133809.
 Musical memories of you, played by the 4 Colortones. Colortone high fidelity. C33-4903. © Waldorf Music Hall, Inc. (in notice: Colortone Records, division Waldorf Music Hall, Inc.); 29Jan58; KK131882.
 My heart beats for you; lovingly performed by David MacDowell and his orchestra. Supertone high fidelity. Aud 33-5909. © Waldorf Music Hall, Inc. (in notice: Audition Records, division Waldorf Music Hall, Inc.); 7Mar58; KK132619.
 Pal Joey; The joker is wild; South Pacific. Supertone high fidelity. Aud 33-5907. © Waldorf Music Hall, Inc. (in notice: Audition Records, division Waldorf Music Hall, Inc.); 7Mar58; KK132617.
 Piano moods: Paderewski's minuet, Song of India [and other numbers] Colortone. C33-4919. © Waldorf Music Hall, Inc. (in notice: Colortone Records, division Waldorf Music Hall, Inc.); 29Jan58; KK131894.
 Polkas; polka party, featuring Eddy Gronet and his Polka Time orchestra. Colortone. C33-4925. © Colortone Records, division Waldorf Music Hall, Inc.; 21Apr58; KK134407.
 Romantic echoes of Hawaii; Ray Kinney and his orchestra, the Hawaiian Islanders. Colortone high fidelity. C33-4907. © Waldorf Music Hall, Inc. (in notice: Colortone Records, division Waldorf Music Hall, Inc.); 29Jan58; KK131881.
 Romantic echoes of Italy, starring Mario Venici and his orchestra. Colortone high fidelity. C33-4917. © Waldorf Music Hall, Inc. (in notice: Colortone Records, division Waldorf Music Hall, Inc.); 29Jan58; KK131897.
 Romantic echoes of Paris, starring Dewey Bergman, popular international pianist and his trio. Colortone high fidelity. C33-4905. © Waldorf Music Hall, Inc. (in notice: Colortone Records, division Waldorf Music Hall, Inc.); 29Jan58; KK131888.
 Scheherazade; recorded in Vienna by the Pro Musica Symphony Orchestra. Supertone high fidelity. Aud 33-5922. © Waldorf Music Hall, Inc. (in notice: Audition Records, division Waldorf Music Hall, Inc.); 7Mar58; KK132635.
 Songs of the South Seas, featuring Ray Kinney and his Hawaiian orchestra. Colortone. C33-4928. © Colortone Records, division Waldorf Music Hall, Inc.; 21Apr58; KK134405.
 Themes from great classics: selections from the opera, Carmen; ballet music from Coppelia [and other numbers] Colortone high fidelity. C33-4914. © Waldorf Music Hall, Inc. (in notice: Colortone Records, division Waldorf Music Hall, Inc.); 29Jan58; KK131895.
 Themes from Hollywood; starring Bob Eberly, Sylvia Textor [and other performers] Colortone high fidelity. C33-4904. © Waldorf Music Hall, Inc. (in notice: Colortone Records, division Waldorf Music Hall, Inc.); 29Jan58; KK131893.

- Themes from Hollywood; starring the Colortone studio orchestra and chorus featuring Mark Warren on the piano. Colortone. C33-4927. © Colortone Records, division Waldorf Music Hall, Inc.; 21Apr58; KK134410.
- Themes from Hollywood films; starring the Audition studio orchestra. April love, The high and the mighty [and 8 other] themes. Supertone high fidelity. Aud 33-5911. © Waldorf Music Hall, Inc. (in notice: Audition Records, division Waldorf Music Hall, Inc.); 7Mar58; KK132626.
- Themes from Hollywood films; starring Vincent Lopez and his orchestra [and other performers] March from the River Kwai [and 10 other] themes. Supertone high fidelity. Aud 33-5902. © Waldorf Music Hall, Inc. (in notice: Audition Records, division Waldorf Music Hall, Inc.); 7Mar58; KK132623.
- Themes from the movies, starring the Ink Spots, the Audition studio orchestra and chorus. Supertone high fidelity. Aud 33-5926. © Audition Records, division Waldorf Music Hall, Inc.; 23Apr58; KK134412.
- A tribute to Eddy Duchin; beautiful ... piano solos performed by Art Kuter. What is this thing called love, Did you ever see a dream walking [and 10 other songs] New high fidelity. MHK 33-1245. © 25Apr58; KK133812.
- A tribute to Eddy Duchin; exciting interpretations played by Theo Fanidi ... and his orchestra. Colortone high fidelity. C33-4902. © Waldorf Music Hall, Inc. (in notice: Colortone Records, division Waldorf Music Hall, Inc.); 29Jan58; KK131891.
- The world's most beautiful waltzes: Blue Danube, For you [and other selections] Colortone. C33-4923. © Waldorf Music Hall, Inc. (in notice: Colortone Records, division Waldorf Music Hall, Inc.); 29Jan58; KK131896.
- World's most beautiful waltzes. Roses from the south, The blue Danube [and 9 other songs] New high fidelity. MHK 33-1247. © 25Apr58; KK133810.
- World's most romantic waltzes; played by the beautiful strings of the Pro Musica Symphony Orchestra. Blue Danube, Skaters' waltz [and 7 other] waltzes. Supertone high fidelity. Aud 33-5906. © Waldorf Music Hall, Inc. (in notice: Audition Records, division Waldorf Music Hall, Inc.); 7Mar58; KK132620.
- WALSH, STEPHEN. © Junior space kit; luminous decals. Friendly stars that glow. Appl. states prev. reg. GP10038, KK123906. NM: additions. © 2Mar58; KK132746.
- WARD, ARTHUR C., sole owner COAST PLASTIC FINISH CENTER. SEE Coast Plastic Finish Center.
- WARD GREEN CO. © New Dr. West's toothbrush won't pass along germs; new Dr. West's Germ-Fighter brand. (In Look, Apr. 29, 1958, p.16) Appl. author: J. Walter Thompson Co. © 15Apr58; KK133661.
- A new you from top to bottom with miracle new Slim-Lady; we proudly introduce ... all-in-one foundation featuring the new exclusive tuck-in principle. (In National Enquirer, Nov. 17, 1957, p.7) Appl. author: Celia S. Green. © 17Nov57; KK130955.
- These toothbrushes won't pass along germs; new Dr. West's germ-fighter. (In Look, Jan. 7, 1958, p.2) Appl. author: J. Walter Thompson Co. © 24Dec57; KK131956.
- These toothbrushes won't pass along germs; new Dr. West's Germ-Fighter brand. (In Parents' magazine, Feb. 1958, p.4) Appl. author: J. Walter Thompson Co. © 25Jan58; KK132779.
- They've had a Germ-Fighter shot; if your toothbrushes touch, you need Dr. West's Germ-Fighters. (In Life, Apr. 14, 1958, p.67) Appl. author: J. Walter Thompson Co. © 10Apr58; KK134574.
- The toothbrush that won't pass along germs; it had a germ-fighter shot. New, Dr. West's Germ-Fighter. (In Look, Apr. 1, 1958, p.30) Appl. author: J. Walter Thompson Co. © 18Mar58; KK133486.
- The toothbrush that won't pass along germs; new Dr. West's germ-fighter. (In Look, Feb. 4, 1958, p.9) Appl. author: J. Walter Thompson Co. © 21Jan58; KK131957.
- The toothbrush that won't pass along germs; new Dr. West's Germ-Fighter; they've had a Germ-Fighter shot. (In Ladies' home journal, May 1958, p.139) Appl. author: J. Walter Thompson Co. © 29Apr58; KK134576.
- The toothbrush that won't pass along germs; new Dr. West's Germ-Fighter brand. (In Look, Mar. 4, 1958, p.18) Appl. author: J. Walter Thompson Co. © 18Feb58; KK132780.
- The toothbrush that won't pass along germs; new Dr. West's Germ-Fighter brand. (In Parent's magazine, Apr. 1958, p.4) Appl. author: J. Walter Thompson Co. © 25Mar58; KK133662.
- The toothbrush that won't pass along germs; they've had a germ-fighter shot. New, Dr. West's Germ-Fighter. (In NARD journal, Mar. 17, 1958, p.4 of cover) Appl. author: J. Walter Thompson Co. © 17Mar58; KK133487.
- The toothbrush that won't pass along germs passes along big profit to you; new Dr. West's Germ-Fighter brand. (In N. A. R. D. journal, Feb. 17, 1958, p.4 of cover) Appl. author: J. Walter Thompson Co. © 17Feb58; KK132781.
- WARD PRODUCTS CORP. © Lok-Matic series auto antennas. Catalog 1958-1959. Appl. author: Keeling & Co., Inc. NM: revision & additions. © 19May58; KK135326.
- WARN MANUFACTURING CO. © Hottest thing on Jeep front wheels; LockOmatics; hubs for 4-wheel drives. Appl. author: William M. Gail. © 31Jul57; KK131535.
- Lower costs, easier handling for your Jeep; hubs. (In Popular mechanics magazine, Aug. 1957, p.31) Appl. author: William M. Gail. © 1Aug57; KK131200.
- Lower costs, easier handling for your Jeep. Warn hubs idle the front drive in 2-wheel drive. (In The Dakota farmer, Apr. 20, 1957, p.10) Appl. author: William M. Gail. © 20Apr57; KK131012.
- Put Warn hubs on your Jeep. (In The Wyoming stockman-farmer, Mar. 1957, p.30) Appl. author: William M. Gail. © 1Mar57; KK131011.
- Warn hubs on your Jeep stop front drive wear in 2-wheel drive. (In Mining & quarrying, Feb. 1957, p.8) Appl. author: William M. Gail. © 5Feb57; KK131026.
- WARNER-LAMBERT PHARMACEUTICAL CO. Amazing preparations made from the source of life give your skin a second start in beauty. Du Barry Creme Natale; Elixir Natale. (In Beauty fashions, Mar. 1958) Appl. author: Norman, Craig & Kummel, Inc. © Richard Hudnut, division of Warner-Lambert Pharmaceutical Co.; 10Mar58; KK133222.
- Here's the Du Barry royal family, precious preparations with Royal Jelly of the queen bee. Royal Velvet [and 5 other cosmetics] (In Holiday, June 1958, p.1) Appl. author: Norman, Craig & Kummel, Inc. © Richard Hudnut, division, Warner-Lambert Pharmaceutical Co.; 15May58; KK135116.
- I'll take the Sportsman type, any time. Shaving lotion and cologne sets, Airlite plastic package sets, Fisherman's special. (In Mademoiselle, Nov. 1957, p.45) Appl. author: Norman, Craig & Kummel, Inc. © Richard Hudnut, division of Warner-Lambert Pharmaceutical Co.; 20Oct57; KK132286.
- New Du Barry Royal lipstick with Royal Jelly of the queen bee. (In The New Yorker, May 17, 1958) Appl. author: Norman, Craig & Kummel, Inc. © Richard Hudnut, division of Warner-Lambert Pharmaceutical Co.; 15May58; KK135126.
- Now, even humdrum hair can seethe with excitement. Du Barry Color Glo. (In Ladies' home journal, Apr. 1958) Appl. author: Norman, Craig & Kummel, Inc. © Richard Hudnut, division of Warner-Lambert Pharmaceutical Co.; 20Mar58; KK133223.
- Richard Hudnut hatches silken glory for your hair; new sheen even for dry hair, the only shampoo-with-egg made two ways. (In Chicago Sunday tribune magazine) Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. © Warner-Lambert Pharmaceutical Co. (in notice: Lambert-Hudnut Division, Warner-Lambert Pharmaceutical Co.); 3Mar57; KK133230.
- Tempting with the top on; new ... Show Case by DuBarry. Lets you show your lipstick. (In Vogue, Nov. 15, 1957) Appl. author: Norman, Craig & Kummel, Inc. © Richard Hudnut, division of Warner-Lambert Pharmaceutical Co.; 1Nov57; KK131315.
- WARNER-LAMBERT PHARMACEUTICAL CO. SEE ALSO Hudnut, Richard.
- WARREN (NORTHAM) CORP. © Coming soon, newest creation in lipstick luxury, Cutex Designer's case. (In Lakewood daily times, Jan. 3, 1958, p.3) Appl. author: J. M. Mathes, Inc. © 3Jan58 (in notice: 1957); KK131146.
- The first feminine way to apply deodorant: with soft, sweet, gentle satin; new Satin Sponge, Odo-ro-no liquid deodorant. (In Daily news, New York, May 12, 1958, p.31) Appl. author: Doyle Dane Bernbach, Inc. © 12May58; KK135065.

WATTS (FRANKLIN) INC. ©

This folder contains the new First Books picture map in full color. Appl. author: Laszlo Roth. © 2May58; KK134892.

WEAVER (W. R.) CO. ©

Better vision means better shooting with Weaver-Scopes; exclusive model K features. (In Field & Stream, Jan. 1958, p.63) Appl. author: Warren T. Mithoff. © 30Dec57; KK131102.

Dependable accuracy for your .22 with a model B Weaver-Scope. (In Field & Stream, Mar. 1958, p.146) Appl. author: Warren T. Mithoff. © 26Feb58; KK132801.

Your target is magnified sharp and clear with a model B; Weaver-Scope. (In Field & Stream, Feb. 1958, p.129) Appl. author: Warren T. Mithoff. © 29Jan58; KK131766.

WECO PRODUCTS CO. ©

New Dr. West's toothbrush won't pass along germs; it's had a Germ-Fighter shot. (In Parents' magazine, May 1958, p.4) Appl. author: J. Walter Thompson Co. © 25Apr58; KK134575.

WELDING FITTINGS CORP. ©

Flowline 90° elbows; corrosion-resistant welding fittings. Types 304, 304L, 316, 316L, 347. Appl. author: W. S. Hill Co. © 12May58; KK134128.

WELCO SHOE CORP. ©

Indoors or out, Welco Foamtread slippers feel wonderful. (In Life, Oct. 7, 1957, p.25) © 30Oct57; KK132669.

WESTERN FISHING LINE CO. ©

Barking up the right three; W-40, fishing line department. © 30Dec57; KK131428.

A department with wonderful lines; W-40. © 30Dec57; KK131429.

Sitting pretty with a built-in counter punch; W-40 fishing line department. © 30Dec57; KK131430.

World record fishing lines. W-40 braided monofilament [and other] lines. Catalog no.58. © 2Dec57; KK131997.

WESTERN FURNITURE STORES. ©

Mammoth 9 carload purchase; big 7 pc. family dinette set. Appl. author: Earl Heims & Associates. © 7Jan58; KK132104.

Puts living in your living room; save over \$100 on this new 11 piece living room group. Appl. author: Earl Heims & Associates. © 10Feb58; KK132105.

WESTERN WATERPROOFING CO. ©

Spraycrete. Appl. author: John K. Bagby. © 18Apr58; KK133584.

WESTERN-WAXIDE DIVISION, CROWN ZELLER-BACH CORP. SEE Crown Zellerbach Corp.

WESTGATE-CALIFORNIA CORP. ©

Purr, all tuna red meat pet food. Contents 6 1/2 oz. avoird. © 27Jan58; KK133592.

WHIRL, INC. ©

Controlled suds detergent; tops for automatics. © 30Oct57; KK129673.

WHITMAN (STEPHEN F.) & SON, INC. ©

Devon Rose assortment; chocolates. A Sampler product. One pound net wt. © 24Feb58; KK134086.

Fairhill assortment; chocolates.

A Sampler product. One pound net wt. © 17Feb58; KK134087.

Something special for someone special. Sampler, chocolates & confections; Brittle sticks. [Couple holding boxes behind their backs] (In The Saturday evening post, Oct. 19, 1957, p.87) © 19Oct57; KK131451.

Something special for someone special. Sampler, chocolates & confections. [Man kissing girl by candlelight; both holding box] (In The Saturday evening post, Nov. 23, 1957, p.59) © 23Nov57; KK131453.

Something special for someone special. Sampler, chocolates & confections. [Woman pulling beard of man dressed as Santa Claus] (In The Saturday evening post, Dec. 21, 1957, p.12) © 21Dec57; KK131452.

WHITMAN PUB. CO. ©

Bingo; deluxe Bingo, complete set with Magic Dispenser. No.4756:198. 60 Bingo cards with plastic number pieces. © 10Feb58 (in notice: 1957); KK133826.

Easy-do sewing card set; age 5 to 9. No.4706:100. Make 8 pictures with 12 cards and 12 laces. © 24Feb58; KK133829.

Ike-A-Doo Krazy Ikes game and construction set with plastic pieces. No.4757:198. © 27Nov57; KK132279.

Paint and color. No.4730:100. 265 pictures to color, handy plastic tray with paints and crayons. © 25Apr58; KK135314.

Pre-school box; age 4 to 7. No.4735:100. Contents: paper weaving, daisy chain strips [and other] things to do. © 28Apr58; KK135315.

Roll o' fun to color; cowboys and Indians. No.4411:29. 24 feet of color fun. © 24Feb58; KK133823.

Roll o' fun to color; Mother Goose. No.4411:29. 24 feet of color fun. © 24Feb58; KK133824.

Roll o' fun to color; things that go. No.4411:29. 24 feet of color fun. © 24Feb58; KK133825.

Rummy Royal. No.4765:198. With playing cards and poker chips. © 27Feb58 (in notice: 1957); KK133830.

Teen time dolls. No.4401:29. 2 stand-up dolls complete with dresses and plastic bases. © 13May58; KK135311.

Tell-a-Tale picture puzzles. No.4414:29. 3 puzzles on heavy board. Green. © 9May58; KK135310.

Tell-a-Tale picture puzzles. No.4414:29. 3 puzzles on heavy board. Orange. © 9May58; KK135312.

3 frame-tray puzzles. No.4711:100. © 12Mar58; KK133828.

3 picture puzzles. No.4601:59. Blue. © 16May58; KK135317.

3 picture puzzles. No.4601:59. Red. © 16May58; KK135316.

WHITMORE MANUFACTURING CO. ©

Wire rope spray; lubricant. Net wt. 16 ozs. © 3Jan58; KK131487.

WICKLESS, MARIE d.b.a. BOLD MAGIC CO. SEE Bold Magic Co.

WILD, GEORGE F. ©

The cardinals; design and control sheet. No.1630. Handy roller for veneer and puzzle makers. © 15Jan58; KK132082.

WILLERT, CLARENCE C. & R. F. HENRIKSEN comprising the firm WILLERT & HENRIKSEN. SEE Willert & Henriksen.

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End your flushing problems; Guide Master, the perfect flush ball guide. © C. C. Willert & R. F. Henriksen comprising the firm Willert & Henriksen; 15Aug57; KK131935.

WILLIAMSON-DICKIE MANUFACTURING CO. ©

Get in the mood for fun; Dickies Ivy style slacks. Slacktime casual clothes. (In Esquire, June 1958, p.147) Appl. author: Albert Evans, Jr. © 8May58; KK134357.

Get in the mood for fun; Dickies Ivy style slacks and cardigan jacket. Slacktime casual clothes. (In Esquire, May 1958, p.145) Appl. author: Albert Evans, Jr. © 8Apr58; KK133346.

Look your best; action-fitted Dickies work clothes. (In Life, Mar. 24, 1958, p.59) Appl. author: Albert Evans, Jr. © 21Mar58; KK133307.

WILLMARK SERVICE SYSTEM, INC. ©

Major causes for store losses; protecting retailers' profits since 1917. Appl. author: Robert Marvin Bernstein. © 24Jan58; KK133657.

WILLO SERVICES. ©

Announcing Toy-of-the-Month Club. Toys for fun and development; scientifically selected. Appl. author: William Allen Lybrand. © 1Jan58; KK132665.

WILSON (A. L.) CHEMICAL CO. ©

Spot and stain removal Handi-File for laundrymen, drycleaners and rug cleaners. Appl. author: John G. Schwarzmann. © 10Jan58; KK131126.

WILSON (THOMAS C.) INC. ©

Limpiadores de tubos de calderas y ensanchadores marca Wilson. Bole-tin 582X. Appl. author: Jess H. Cloud. © 26May58; KK135132.

WILSON & CO., INC. ©

Nothing like a cigarette after an Ideal meal; dog food. (In The Saturday evening post, Nov. 23, 1957, p.4) Appl. author: Roche, Rickerd & Cleary, Inc. © 23Nov57; KK131939.

WILSON REFRIGERATION, INC. ©

Milk quality goes up; Watchman, the sentinel who never sleeps. (In Hoard's dairyman, Feb. 10, 1958, p.125) Appl. author: Bert S. Gittins Advertising, Inc. © 1Feb58; KK131752.

Watchman, the sentinel who never sleeps; glacier-cools, Magic Mist makes cleaning easy. (In Successful farming, Feb. 1958, p.33) Appl. author: Bert S. Gittins Advertising, Inc. © 23Jan58; KK132386.

Who am I? What am I? (In Hoard's dairyman, Jan. 25, 1958, p.92) Appl. author: Bert S. Gittins Advertising, Inc. © 18Jan58; KK132387.

Wilson Watchman; the Wilson bulk cooler is built ... to guard milk's goodness. (In Southern dairy products journal, Feb. 1958, p.35-36) Appl. author: Bert S. Gittins Advertising, Inc. © 12Feb58; KK132575.

WIMPY FRESH FROZEN FOODS, INC. ©
4 internationally famous Wimpy
hamburgers. Net weight 12 ounces.
© 8Jan58; KK131871.

WINDSOR-LLOYD PRODUCTS, INC. ©
De Bois self-spraying enamel.
Use spray enamel for painting
toys, furniture. Contents 16 wt.
oz. © 1May58; KK134937.

WINEGARD CO. ©
FM antennas give you maximum re-
sults from your FM tuner.
Model FM3A; model FMY8. (In Hi
fidelity, Mar. 1958, p.141)
Appl. author: Gourfain-Loeff, Inc.
© 21Feb58; KK132436.

Introducing the new Scotchman line
of TV antennas by Winegard.
Model 503 [and 3 other models]
(In Parts jobber & electronics
distribution, Feb. 1958, p.6-7)
Appl. author: Gourfain-Loeff,
Inc. © 3Feb58; KK131726.

Looking for a better TV antenna?
Get a Winegard Gold TV antenna.
(In Household, Mar. 1958, p.52)
Appl. author: Gourfain-Loeff,
Inc. © 5Feb58; KK132133.

My wife flipped her lid when I
brought home that gold antenna.
(In Sunset, Apr. 1958, p.16)
Appl. author: Gourfain-Loeff, Inc.
© 25Mar58; KK133159.

WINEGARD PRODUCTS CO. ©
Kil-Com; designed to relieve dis-
criminating TV viewers from noisy,
obnoxious commercials. © 24Apr58;
KK133937.

WISCONSIN KNIFE WORKS. ©
Now you get extra protection; Badger
safety-lock shaper collars.
(In The Wood-worker, Feb. 1958,
p.3) © 15Feb58 (in notice:
1957); KK132048.

A single source for all your wood-
working cutters and knives.
(In The Wood-worker, Apr. 1958,
p.3) © 15Apr58; KK134116.

WISS (J.) & SONS CO. ©
Pink-Rite pinking shears. PS-77.
Appl. author: Lester Beall.
© 13Feb58; KK132316.
Skalloping shears; model SC-7,
chrome plated. Appl. author:
Lester Beall. © 29Jan58;
KK133309.

WITNAUER INSTRUMENTS DIVISION, INC. ©
Key to quality. Operating instruc-
tions for the fully automatic
Wittnauer Professional.
© 27Jun57; KK133097.

Key to quality. Operating instruc-
tions for the fully automatic
Wittnauer 35 mm. camera Scout &
Reporter models. © 2Aug57;
KK132738.

Key to quality. Operating instruc-
tions for the Wittnauer 35 mm.
camera Festival model.
© 22Aug57; KK132737.

Key to quality. Operating procedure;
the fully automatic Wittnauer
Continental 35 mm. camera.
© 28Jul57; KK127873.

Key to quality. Operating proce-
dure; the fully automatic Witt-
nauer 35 mm. camera. Captain and
Commander models. © 27Jun57;
KK133095.

Key to quality. Operating proce-
dure; the fully automatic Witt-
nauer 35 mm. camera. Champion,
Constellation, Challenger models.
© 27Jun57; KK133096.

Operating instructions for the Witt-
nauer Cine-Twin, world's first
movie camera and projector combina-
tion. (Key to quality)
© 30Oct57; KK133294.

WOEHRMYER PRINT. CO. ©
R for business forms; Speedkraft
business forms and systems.
© 24Feb58; KK132566.

Save time, reduce errors, eliminate
duplication of effort by using
Speedkraft one-time carbon inter-
leaved business forms. © 24Feb58;
KK132564.

We specialize in Speedkraft business
forms with one-time carbon.
© 24Feb58; KK132565.

WOMAN'S DAY, INC. ©
The hardest magazine to put down is
the one she picks up herself.
Woman's day, the A & P magazine.
[Groom placing wedding ring on
finger of bride reading] magazine.
(In The New Yorker, May 3, 1958,
p.56-57) Appl. author: Doyle
Dane Bernbach, Inc. © 1May58;
KK134913.

The hardest magazine to put down is
the one she picks up herself.
Woman's day, the A & P magazine.
(In Advertising age, Jan. 27,
1958, p.18-19) Appl. author:
Doyle Dane Bernbach, Inc.
© 27Jan58; KK132074.

The hardest magazine to put down is
the one she picks up herself.
Woman's day, the A & P magazine.
[Woman reading while iron burns
ironing board] (In Advertising
age, May 26, 1958, p.34-35)
Appl. author: Doyle Dane Bernbach,
Inc. © 26May58; KK134909.

The hardest magazine to put down is
the one she picks up herself.
Woman's day, the A & P magazine.
[Woman sticking head out of shower
to read] magazine. (In Advertis-
ing age, Feb. 24, 1958, p.30-31)
Appl. author: Doyle Dane Bernbach,
Inc. © 24Feb58; KK132671.

WOOD (J. R.) & SONS, INC. ©
Artcarved; be sure you choose the
diamond that's guaranteed for
permanent value. Brunswick set
[and 4 other sets] (In Seventeen,
Feb. 1958, p.39) Appl. author:
Batten, Barton, Durstine & Osborn,
Inc. © 1Feb58; KK134365.

Artcarved; be sure you choose the
diamond that's guaranteed for
permanent value. Modern Flair set
[and 3 other sets] (In Miss,
spring 1958, p.5) Appl. author:
Batten, Barton, Durstine & Osborn,
Inc. © 1Feb58; KK134364.

Artcarved; whether you prefer ...
you'll find the wedding ring you've
always wanted. Angel's Wing set
[and 7 other sets] (In Bride's
magazine, summer 1958, p.89)
Appl. author: Batten, Barton,
Durstine & Osborn, Inc. © 15Apr58;
KK133534.

Artcarved diamond and wedding rings;
when you're ready. Casablanca set
[and 7 other sets] (In Seventeen,
Mar. 1958, p.14-15) Appl. author:
Batten, Barton, Durstine & Osborn,
Inc. © 1Mar58; KK133533.

Choose the wedding ring that's
right for you; Artcarved diamond
and wedding rings. Blissful set
[and 7 other sets] (In Bride's
magazine, autumn 1957, p.107)
Appl. author: Batten, Barton,
Durstine & Osborn, Inc.
© 15Jul57; KK132459.

Choose the wedding ring that's
right for you; Artcarved diamond
and wedding rings. Tenderness
set [and 7 other sets] (In
Bride's magazine, winter 1957,
p.50) Appl. author: Batten,
Barton, Durstine & Osborn, Inc.
© 15Oct57; KK132458.

The diamond that's guaranteed for
permanent value; Artcarved diamond
and wedding rings. Angel's Wing
set [and 3 other sets] (In
Glamour, Sept. 1957, p.41) Appl.
author: Batten, Barton, Durstine
& Osborn, Inc. © 22Aug57;
KK132457.

The diamond that's guaranteed for
permanent value; Artcarved diamond
and wedding rings. Belmont set
[and 3 other sets] (In Life,
Sept. 16, 1957, p.99) Appl. au-
thor: Batten, Barton, Durstine &
Osborn, Inc. © 12Sep57;
KK132455.

The diamond that's guaranteed for
permanent value; Artcarved diamond
and wedding rings. Brunswick set
[and 3 other sets] (In Look,
Dec. 10, 1957) Appl. author:
Batten, Barton, Durstine & Osborn,
Inc. © 26Nov57; KK131268.

The diamond that's guaranteed for
permanent value; Artcarved diamond
and wedding rings. Canterbury set
[and 3 other sets] (In Mademoi-
selle, Oct. 1957, p.14) Appl.
author: Batten, Barton, Durstine
& Osborn, Inc. © 20Sep57;
KK131266.

The diamond that's guaranteed for
permanent value; Artcarved diamond
and wedding rings. Canterbury set
[and 3 other sets] (In Photoplay,
Oct. 1957, p.93) Appl. author:
Batten, Barton, Durstine & Osborn,
Inc. © 7Sep57; KK131262.

The diamond that's guaranteed for
permanent value; Artcarved diamond
and wedding rings. Princeton set
[and 3 other sets] (In Mademoi-
selle, Aug. 1957, p.227) Appl.
author: Batten, Barton, Durstine
& Osborn, Inc. © 29Jul57;
KK131267.

The diamond that's guaranteed for
permanent value; Artcarved diamond
and wedding rings. Sheraton set
[and 3 other sets] (In Glamour,
Nov. 1957, p.59) Appl. author:
Batten, Barton, Durstine & Osborn,
Inc. © 22Oct57; KK132456.

4 reasons why Artcarved's Permanent
Value Plan wins more sales for you
than ordinary jeweler trade-in
plans. (In National Jeweler,
Nov. 1957, p.36-37) Appl. au-
thor: Batten, Barton, Durstine &
Osborn, Inc. © 1Nov57; KK131263.

There's real selling power behind
Artcarved Permanent Value Plan;
diamond and wedding rings. (In
National Jeweler, Sept. 1957,
p.44-45) Appl. author: Batten,
Barton, Durstine & Osborn, Inc.
© 1Sep57; KK131264.

Two ways Artcarved helps you in-
crease diamond ring sales; Art-
carved's Permanent Value Plan,
compelling advertising. (In
National Jeweler, July 1957,
p.48-49) Appl. author: Batten,
Barton, Durstine & Osborn, Inc.
© 1Jul57; KK131265.

WOODENWARE PRODUCTS CORP. ©
Subject: A ladder month leader.
Watling ladders; Surety step
ladder. Index A600; unit X46.
Appl. author: L. Carter Watling.
© 14Mar58; KK132793.

WORLD EVENTS MAGAZINE, INC.

Sloan-Ashland Ultramatic power lawn mower. © Sloan-Ashland Division of World Events Magazine, Inc.; 28Feb58; KK132978.

WORLD FEATURES.

Features that impress proudly announces the availability of Prof. Zip says. Appl. author: Leonard William Lagmay. © World Features Syndicate d.b.a. World Features; 10Oct57; KK131514.

WORLD PUB. CO. ©

Dictionary words. Webster's New World Dictionary of the American Language, college edition. Appl. author: Alvin J. Goldwyn, Jr. © 9Jun58; KK135156.

WORLD WIDE PRODUCTS, INC. ©

Making extra-good money; that's what a lot of ambitious men and women are doing right now, for the Super Vita-King balanced vitamins and minerals are extra good. Appl. author: Ernest R. Conrad. © 2Apr58; KK133168.

WORTHEN BANK & TRUST CO. ©

Fastest, easiest way to arrange a loan; Telo-Credit service. (In Arkansas gazette, Little Rock, Ark., Feb. 9, 1958, p.6A) © 9Feb58; KK132035.

WRIGHT & MCGILL CO. ©

Finest for '58; glass rods. Champion, Ambassador, Sweetheart. Special values on Green Hornet. Circ. no.CPM-158. Appl. author: Karl E. Gerarden. NM: all except blue mountain border. © 27Dec57; KK131415.

Genuine American made Wright & McGill world famous fishing tackle. Circular CSH-158. Appl. author: Karl E. Gerarden. NM: all except blue mountain border & eagles. © 27Jan58; KK132134.

WYCOFF, THOMAS M. ©

Hand lotion. © 12May58; KK134180.

WYLER & CO. ©

Imitation lemon base, complete with sugar; just add water. 3 ounces net weight. Appl. author: Arma S. Wyler. © 28Apr58; KK134656.

WYNN OIL CO. ©

Auto-medic. And the worst one is when I dream they take away my Wynn's friction proofing. (In The Saturday evening post) © 2Mar57 (in notice: 1956); KK133988.

Y

YELVINGTON, ALVAR L. d.b.a. BEST WESTERN YEARBOOK CO. SEE Best Western Yearbook Co.

YOGG & CO. ©

May we help you say happy birthday to your daughter; nothing can do more ... than to receive a cake from the folks at home. Hamilton Hotel. © 10Jan58; KK132389.

May we help you say happy birthday to your son? Nothing can do more ... than to receive a cake from the folks at home. Hamilton Hotel. © 10Jan58; KK133394.

New lobby posters ... to sell every hotel and restaurant service. © 3Apr58; KK134211.

YOUNG, GLENN A.

Bu-Seal. SEE Bennett, T. W.

Z

ZACH, ROBERT G. ©

Jewelry designed for the medical profession; special designs for the general practitioner and every specialty. © 1Dec57; KK131662.

ZION INDUSTRIES, INC. ©

Peanut brittle cookies. Net weight full half pound. © 2Jan57; KK134957.

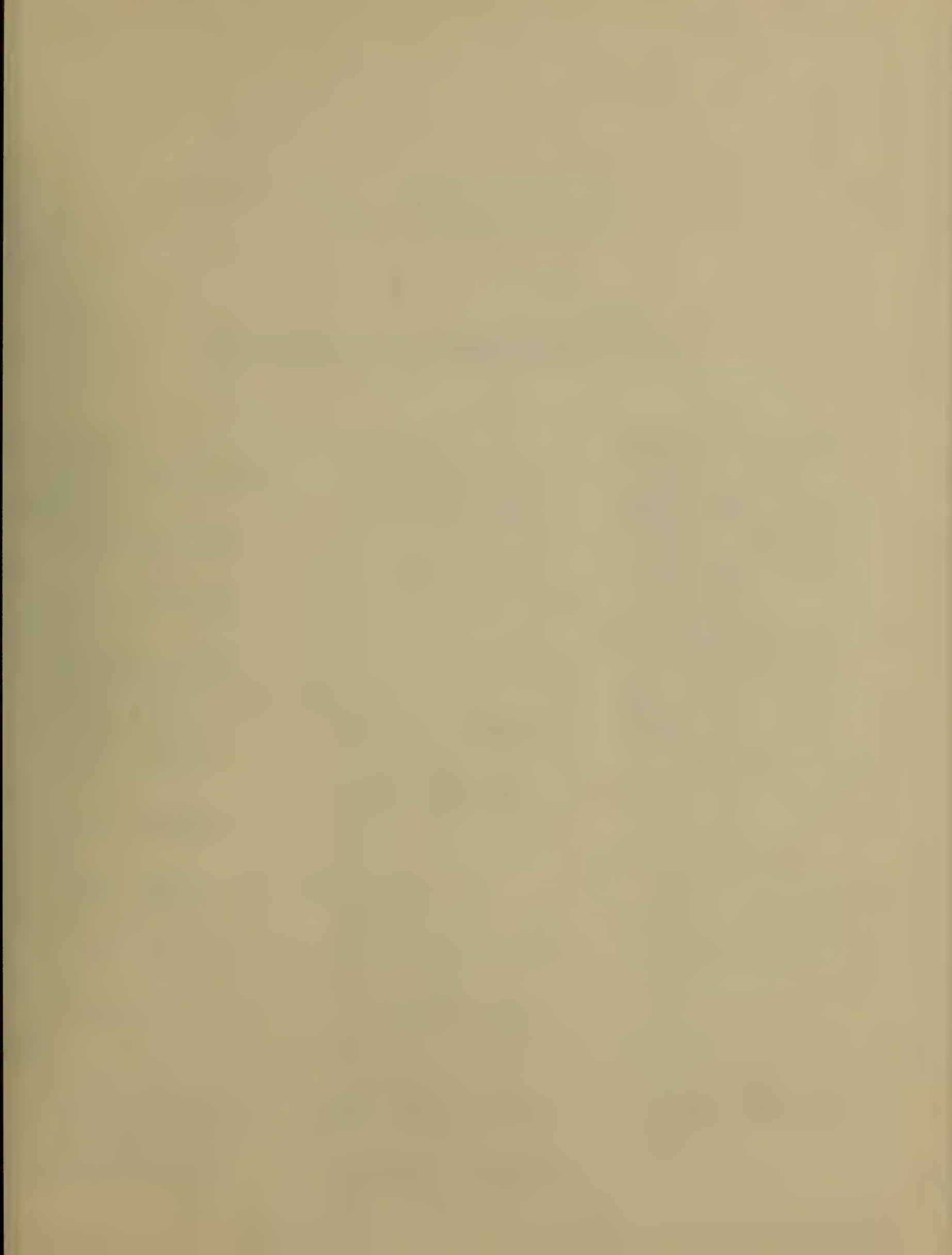
ZIPPO MANUFACTURING CO. ©

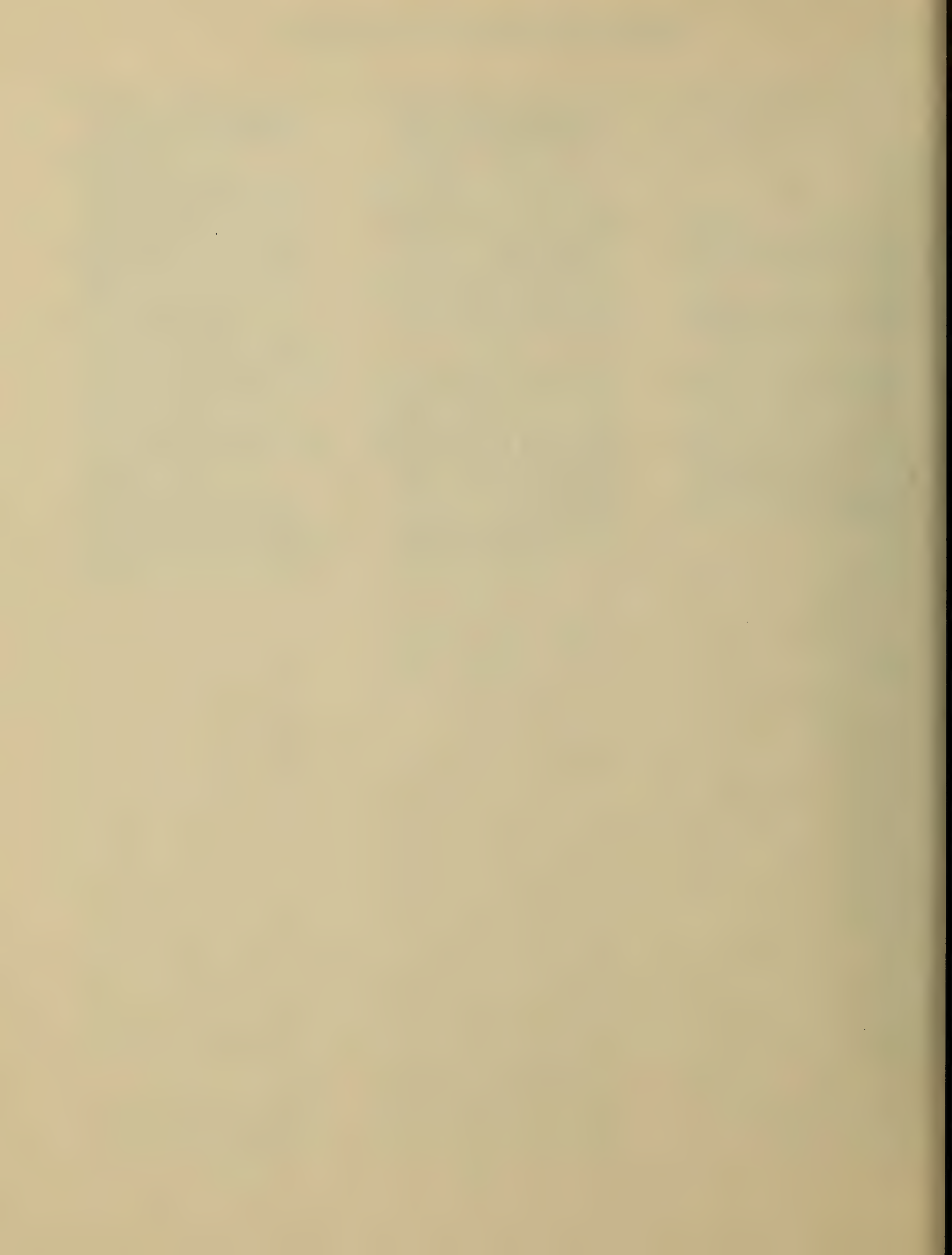
How Zippo lighters are used in industry; how ... in a safety award program. (No.3 of a series) © 8May58; KK134395.

ZIPON WOOD FINISHES.

Satin-clear; speed. © Sidney S. Gabriel d.b.a. Zipon Wood Finishes; 3Feb58; KK133633.

How Zippo lighters are used in industry; how ... in a suggestion award program. (No.2 of a series) © 8May58; KK134393.





RENEWAL REGISTRATIONS

A list of prints and labels for which renewal registrations were made during the period covered by this issue. Arrangement is alphabetical under the name of the claimant of renewal copyright. Information relating to both the original and the renewal registration is included in each entry.

AMERICAN SEED CORP.
Belle Isle Park. © 23Jul30;
Label 38075. American Seed Corp.
(P); 4Jun58; R215755.

BALDWIN PIANO CO.
Leaders of to-morrow are piano
students to-day. © 5Jul30;
Print 12715. Baldwin Piano Co.
(P); 17Jan58; R206925.

CALIFORNIA FRUIT EXCHANGE.
Blue-X fresh fruit. © 1May30;
Label 37700. California Fruit
Exchange (P); 3Mar58; R209799.

CALO DOG FOOD CO.
His master's choice. © 20May30;
Label 37757. Calo Dog Food Co.,
Inc. (P); 10Mar58; R210253.
Label 37758. Calo Dog Food Co.,
Inc. (P); 10Mar58; R210254.
Speak-For-It. © 21Jul30;
Label 38006. Calo Dog Food
Co., Inc. (P); 17Feb58;
R208946.
Label 38027. Calo Dog Food
Co., Inc. (P); 17Feb58;
R208945.

CRAFTON ORANGE GROWERS ASSN.
Treasure Chest. © 21Apr31;
Label 41382. Crafton Orange
Growers Assn. (P); 23Jun58;
R216822.

DAVIS, CHARLES T.
Union remedy. © 23Feb31;
Label 39149. Charles T. Davis
(P); 28Mar58; R211439.

FIBREBOARD PAPER PRODUCTS CORP.
Pabco roofing. © 28Jun30;
Label 39378. Fibreboard Paper
Products Corp. (P); 24Jan58;
R207472.

GALLI, MME. A.
Famous spaghetti sauce. © 3Jun30;
Label 38188. Mme. A. Galli (P);
23May58; R215087.

GREEN GIANT CO.
Niblets brand corn. © 15Aug30;
Label 38236. Green Giant Co.
(P); 13May58; R214563.

INTERNATIONAL EXTERMINATOR CO., INC.
Red Seal. © 25Mar30; Label 37845.
International Exterminator Co.,
Inc. (P); 24Mar58; R211033.

JEWEL TEA CO., INC.
Lemon dessert. © 15Mar30;
Label 37584. Jewel Tea Co.,
Inc. (P); 30Dec57; R207564.

KALLENBERG, HELEN M.
Variations of the Roman alphabet and
Arabic numerals in which the
letters and numerals are made by
means of drawing only the cast
shadows to appear to stand in
bas-relief. © 8Jul30; G3922.
Helen M. Kallenberg (A); 10Mar58;
R210387.

MARTIN, CHARLES D., EFFIE L. MARTIN &
JOHN D. MARTIN, JR., comprising the
partnership MARTIN RANCH. SEE
Martin Ranch.

MARTIN, EFFIE L., CHARLES D. MARTIN &
JOHN D. MARTIN, JR., comprising the
partnership MARTIN RANCH. SEE
Martin Ranch.

MARTIN, JOHN D., JR., EFFIE L. MARTIN
& CHARLES D. MARTIN, comprising the
partnership MARTIN RANCH. SEE
Martin Ranch.

MARTIN RANCH.
Rayo. © 1Aug30; Label 38166.
Martin Ranch, a partnership com-
prised of Effie L. Martin, Charles
D. Martin & John D. Martin, Jr.
(P); 18Apr58; R213147.

MILNE O'BERRY PACKING CO., INC.
Blue and Gray brand. © 14May30;
Label 37882. Milne O'Berry Pack-
ing Co., Inc. (P); 16Apr58;
R213052.
The blue and the gray. © 14May30;
Label 37883. Milne O'Berry Pack-
ing Co., Inc. (P); 16Apr58;
R213053.

MÜLHENS, FERDINAND.
Eau de cologne bath salts.
© 5Apr30; Label 38664.
Ferdinand Mülhens (P); 31Jan58;
R207882.
Extrait d'eau de cologne double.
© 5Apr30; Label 38666. Ferdinand
Mülhens (P); 31Jan58; R207883.

NORTH SIDE PACKING CO., INC.
Victory brand butter. © 15Jul30;
Label 38238. North Side Packing
Co., Inc. (P); 6May58; R214610.

PERKINSON, JOEL.
Floorartist floors. © 3Apr31;
Print 13308. Joel Perkinson (P);
11Apr58; R212667.

PICOT LABORATORIES, INC.
Grape flavored salt. © 15Oct30;
Label 38550. Picot Laboratories,
Inc. (P); 2Jan58; R205353.

POCAHONTAS OPERATORS ASSN.
How to fire Pocahontas coal the
conical method. © 30Sep30;
Print 12798. Pocahontas Operators
Assn. (P); 16Jun58; R216422.

SAN JUAN FISHING & PACKING CO.
Oceankist brand. © 1Sep30;
Label 38417. San Juan Fishing
& Packing Co. (P); 5Feb58;
R208390.

SOUTHWESTERN PORTLAND CEMENT CO.
Hydro-Plastic cement. © 9May30;
Label 37727. Southwestern Port-
land Cement Co. (P); 17Mar58;
R210552.
Richmortar masonry cement.
© 12Apr30; Label 37749. South-
western Portland Cement Co. (P);
17Mar58; R210553.

STANDARD BRANDS, INC.
Dr. Price's. © 6Aug30; Label
38050. Standard Brands, Inc.
(P); 19Jun58; R216568.
Royal. © 29Sep30; Label 38387.
Standard Brands, Inc. (P);
2May58; R214608.
Royal. © 29Sep30; Label 38388.
Standard Brands, Inc. (P);
2May58; R214609.
Royal baking powder. © 30Aug30;
Label 38179. Standard Brands, Inc.
(P); 10Apr58; R212645.

TINT, HARRY A.
Castano. © 7Mar30; Label 37751.
Harry A. Tint (P); 28Feb58;
R209279.

UNITED STATES RUBBER CO.
The air-flight principle.
© 1Jul30; Print 12964. United
States Rubber Co. (P); 7Feb58;
R208426.
Air-flight principle. © 2Sep30;
Print 13199. United States
Rubber Co. (P); 7Feb58; R208428.

For air-flight riding ease.
© 1Aug30; Print 12965. United
States Rubber Co. (P); 7Feb58;
R208427.

Glove brand. © 1Feb30;
Label 37368. United States
Rubber Co. (P); 20Jan58;
R206927.

WHEELING COFFEE & SPICE CO.
Paramount coffee. © 17Mar31;
Label 39234. Wheeling Coffee &
Spice Co. (P); 21Apr58; R213148.

WOODVILLE LIME PRODUCTS CO.
Blubag fibered lime plaster.
© 8Sep30; Label 38180. Woodville
Lime Products Co. (P); 13Jun58;
R216281.



CATALOG OF COPYRIGHT ENTRIES

Third Series

VOLUME 12, PART 11B, NUMBER 2

Commercial Prints and Labels

JULY-DECEMBER

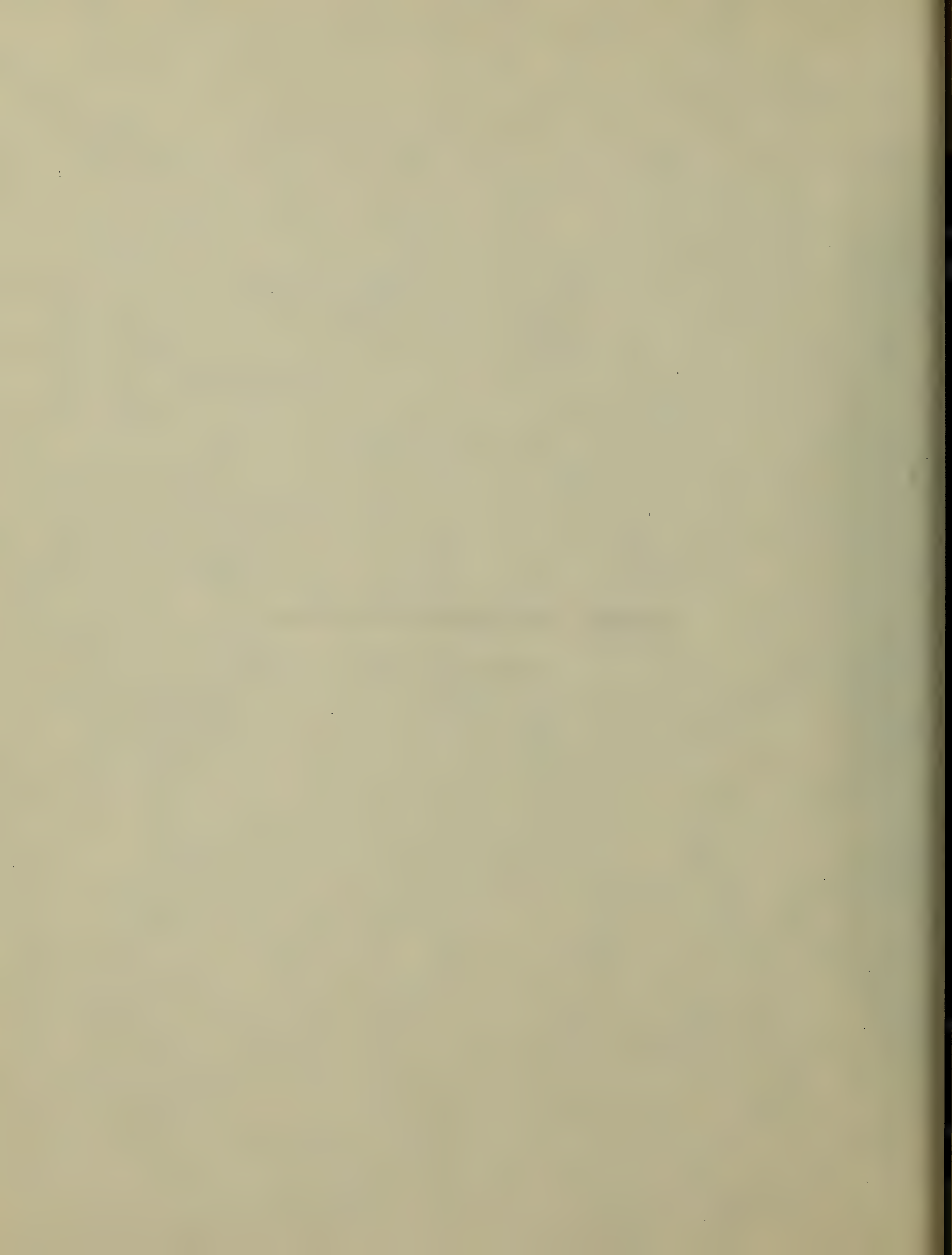
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CATALOG OF COPYRIGHT ENTRIES

Third Series



CATALOG OF COPYRIGHT ENTRIES

Third Series

VOLUME 12, PART 11B, NUMBER 2

Commercial Prints and Labels

JULY-DECEMBER

1958



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Preface

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The *Catalog* is subdivided to represent the classes of material listed in section 5 of said Title 17. The table at the end of this preface shows the organization of the *Catalog*, the symbols used with the registration numbers to distinguish the classes, and the prices of the semiannual issues. The annual subscription for each part is twice the price of a single issue and the complete catalog, including all parts, may be secured on a subscription basis for \$20 a year.

The record of each copyright registration listed in the *Catalog* includes a description of the work copyrighted and data relating to the copyright claim (the name of the copyright claimant, as given in the application for registration, the copyright date, the copyright registration number, etc.). Available information in the records of the Copyright Office, including information relating to subsequent changes of ownership, can be obtained upon request and upon payment to the Register of Copyrights of the fee specified in section 215 of said Title 17 (\$3 for each hour of time consumed) for the conduct of a search of the records.

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For a more complete description of the contents of this issue of the *Catalog* see p. vii.

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The Copyright Office welcomes inquiries, suggestions and comments on the content and organization of the *Catalog*. Such communications should be addressed to the Chief of the Cataloging Division, Copyright Office, Library of Congress, Washington 25, D. C.

Table of Organization

Each part listed in the table records all current registrations in the class or classes indicated by the alphabetical symbols given. In each case the first letter of the symbol is that of the class under which registration is made; the second, if any, is a designation added by the Copyright Office for the purposes of statistical analysis. A zero immediately following the symbol (e. g., AF0, EF0) distinguishes a foreign work deposited under the waiver-of-fee provision. The symbol R does not represent a class designated by the copyright law, but has been adopted by the Copyright Office to distinguish renewal copyright registrations. These are recorded in a separate section of those parts of the *Catalog* which cover the classes in which the works were originally

registered. Some parts also contain registrations made under other symbols if the subject matter or type of material is similar to that generally included in the part.

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AI Books in the English language first published abroad	
BB Contributions to periodicals	
R Renewal registrations	
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DF Dramatic and dramatico-musical works published abroad	
DP Published dramatic and dramatico-musical works	
DU Unpublished dramatic and dramatico-musical works	
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GU Unpublished works of art and designs for works of art	
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HF Reproductions of works of art published abroad	
IP Published drawings or plastic works of a scientific or technical character	
IU Unpublished drawings or plastic works of a scientific or technical character	
JP Published photographs	
JU Unpublished photographs	
K Prints and pictorial illustrations published in the United States	
KF Prints and pictorial illustrations published abroad	
R Renewal registrations	
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R Renewal registrations	
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LP Published motion picture photoplays	
LU Unpublished motion picture photoplays	
MP Published motion pictures other than photoplays	
MU Unpublished motion pictures other than photoplays	
R Renewal registrations	

Current Registrations	Page 95
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INTRODUCTION

PART 11B lists prints and labels, published in connection with the sale or advertisement of articles of merchandise or of services, which were registered in class K under the symbol KK.

Arrangement is alphabetical under the name of the copyright claimant. Each work is described in a main entry which includes information pertinent to the copyright claim. References lead from the names of joint claimants and authors and from variant forms of names. Works for which the subsisting copyright has been renewed are listed separately in the Renewal Registrations section. The copyright symbol © following the name under which the entry is listed signifies that the form of name used is that appearing on the application as claimant. The name is not repeated following the copyright symbol © in the entry proper unless it is necessary to record additional information from the application not included in the heading; e.g.:

NON-CORROSIVE BATTERY WASHER CO.

Banish the mess that steals battery power. © M. V. Robinson d.b.a. Non-Corrosive Battery Washer Co.; 14Feb58; KK132106.

PARKER BROS., INC. ©

Mother Goose Lotto; fun for boys and girls, ages 4 to 8. © 17Jan58, KK13172.

Each main entry for currently registered works includes, in addition to the claimant's name under which it is filed, the following items of information if available and applicable:

- 1) Title, amplified if necessary by a brief description of the pictorial content of the work and followed by any variant title.
- 2) Names of contributors to the work.
- 3) Series statement.
- 4) Special descriptive data, limited to registrations which appeared in a newspaper or periodical, giving the name and issue date of the publication, and the number of the page on which the item will be found.

- 5) Names of authors given in the application which do not appear elsewhere in the entry.
- 6) Name of the employer in the case of a work made for hire, if so named in the application, together with the names of the employees when given.
- 7) Copyright symbol ©.
- 8) Name of the copyright claimant when it is necessary to record information given in the application which is not included in the heading.
- 9) Date of publication as given in the application.
- 10) Registration number.

Whenever it is necessary to indicate a variation between the information given in the application and in the copy of the work with respect to the claimant's name or the date of publication, the data from the application are given first, followed by the phrase "in notice" and the data given in the work; e.g.: © Richard Roe & Co.; 8Jan58 (in notice: 1957); KK113000.

For renewal registrations, the main entry includes, in addition to the claimant's name under which it is filed, the following items of information if available and applicable:

- 1) Title.
- 2) Copyright symbol.
- 3) Date of original copyright.
- 4) Original registration number.
- 5) Name of the renewal claimant followed by a statement in parentheses, usually in abbreviated form, giving the basis of the renewal claim as supplied by the claimant, e.g., "John Doe & Co. (P)" indicates that renewal of copyright is claimed by John Doe & Co. as proprietor.
- 6) Date of receipt of the renewal application or the fee, whichever is later.
- 7) Renewal registration number.

ABBREVIATIONS AND SYMBOLS

The following list includes abbreviations and symbols used in this catalog with specific copyright or bibliographic meanings. Definitions are not given for abbreviations in common use.

a.k.a. —also known as
 appl. —application
 © —copyright symbol
 d.b.a. —doing business as

NM —new matter
 p. —page, pages
 (P) —proprietor of a commercial print
 or label
 pseud. —pseudonym
 pub. —published, publishing
 rev. —revised
 t.a. —trading as
 v., vol., vols. —volume, volumes

COPYRIGHT REGISTRATIONS FOR COMMERCIAL PRINTS AND LABELS

July–December 1958

Commercial prints and labels 4, 294
 Renewals 52

These figures represent the number of registrations for commercial prints and labels for July–

December 1958, but do not necessarily represent the exact number of entries in this issue of the *Catalog of Copyright Entries*. Registration figures for other classes of material may be found in the respective parts.

COMMERCIAL PRINTS AND LABELS

CURRENT REGISTRATIONS

A list of prints and labels published in connection with the sale or advertisement of articles of merchandise or of services, registered during the period covered by this issue. Arrangement is alphabetical under the name of the copyright claimant. References from the names of joint claimants and authors and from variant forms of names are interfiled.

A

AAA WAREHOUSE & TRANSFER CO., INC. ©
Bond-sealed storage system for a nation on the move. Appl. author: Bert Lowell Clardy. © 23Jul58; KK138090.

AA WIRE PRODUCTS CO. ©

Data sheet no.4. Blok-Lok, for basement foundations. (In Chicago construction news, Nov. 26, 1958, p.10) NM: revision & additions. © 26Nov58; KK139454.

New ideas in design and building depend on AA wire masonry reinforcement. Econo Cavity-Lok [and 3 other types] (In Building supply news, Nov. 1958, p.29) NM: additions. © 30Oct58; KK139266.

New ideas in design and building depend on AA wire masonry reinforcement. NM: additions. © 27May58; KK135395.

Today's better building calls for AA wire masonry reinforcing. Econo-Cavity-Lok [and 3 other types] (In Mason contractors handbook, 1958, p.32) NM: revision. © 31Aug58 (in notice: 1956); KK138102.

ABC POPCORN CO., INC. ©

French Boy caramel corn. Net weight 7 ozs. © 16Oct58; KK138060.

A. P. CO. ©

Fits-All sponge mop refill; will fit any standard sponge mop. Appl. author: Moe Herman. © 5Sep58; KK137741.

ABBOTT LABORATORIES. ©

Abbott's antibiotic triad, Erythrocin stearate; for control of all coccal infections. 810510. Appl. author: C. S. Downs. NM: additions. © 14Oct58; KK139425.

Acceptance; Sucaryl, non-caloric sweetener in the new table bottles. Enthusiasm; you see ... the golden new Abbott vitamin bottle. Optilets [and 4 other] vitamins. No.810036. (In National Assn. of Retail Druggist, Nov. 3, 1958, facing p.16) Appl. author: C. S. Downs. © 3Nov58; KK139083.

Anemia of pregnancy, another indication for Filmtab Iberol. The day the doctor told him about Selsun; all the more so ... he's quit fooling around with his dandruff. Prints no.809021-809022. (In American Journal of medicine, Sept. 1958, insert facing p.56) Appl. author: C. S. Downs. © 15Sep58; KK137275.

Anemic patients respond faster to the iron-plus approach supplied by Filmtab Iberol. [Crocus] 6-2-58. Appl. author: Thomas S. Bird. © 26May58; KK136425.

Anemic patients respond faster to the iron-plus approach supplied by Filmtab Iberol. [Iris] 6-16-58. Appl. author: Thomas S. Bird. © 26May58; KK136422.

Anemic patients respond faster to the iron-plus approach supplied by Filmtab Iberol. [Roses] 6-23-58. Appl. author: Thomas S. Bird. © 26May58; KK136424.

Anemic patients respond faster to the iron-plus approach supplied by Filmtab Iberol. [Tulips] 6-9-58. Appl. author: Thomas S. Bird. © 26May58; KK136423.

Ante todo seguridad en la antibioterapia; Filmtab Pantomicina. [Life saver] 11-4-57. Appl. author: Thomas S. Bird. © 6Nov57; KK135681.

Ante todo seguridad en la antibioterapia; Filmtab Pantomicina. [Railroad signal] 11-11-57. Appl. author: Thomas S. Bird. © 13Nov57; KK135680.

Ante todo seguridad en la antibioterapia; Filmtab Pantomicina. [Stop light] 10-28-57. Appl. author: Thomas S. Bird. © 30Oct57; KK135679.

Bilicin; formula contra la disfuncion hepatobiliar. Num. de lista 6693. 08-7323. 6 tabletas. Appl. author: Thomas S. Bird. © 27Jun58; KK136168.

Bilsan Filmtab; formula contra la disfuncion hepatobiliar. Num. de lista 6693. 08-7322. 6 Filmtabs. Appl. author: Thomas S. Bird. © 27Jun58; KK136167.

Common medical terminology. 97-0184/R4-55-0458. Appl. author: C. S. Downs. © 15May58; KK139268.

Compocillin-VK granules for oral solution; an oral solution of potassium penicillin V. Carry on calls, four 10-cc. bottles. Print no.08-7381/R1. Appl. author: C. S. Downs. © 21Aug58; KK136742.

Dayalets Filmtab, Abbott's multiple vitamin tablets. Physician's sample. 15 tablets. Appl. author: Thomas S. Bird. © 25Jun58; KK135651.

Dear Doctor: No, Selsun will not cure dandruff. Print no.806505A. Appl. author: C. S. Downs. © 10Jun58; KK135704.

Dear Doctor. Selsun is available only on your prescription; it is the ethical answer to ... dandruff. Print no.809505. Appl. author: C. S. Downs. © 8Sep58; KK137360.

Determinacion simple y exacta del volumen de sangre; Risa, sero-albumina humana radioyodada. E-669/R1-5-115. Appl. author: Thomas S. Bird. © 20Dec57; KK135683.

Dicumarol, bishydroxycoumarin, is an oral anticoagulant agent. 12-177/R13-50-0958. Appl. author: C. S. Downs. © 20Oct58; KK138849.

Elixir Cofron 12; para el tratamiento de las anemias nutritivas. Appl. author: Thomas S. Bird. © 22Sep58; KK137791.

Filmtab Convalets, vitamin formula for increased physiologic need. Appl. author: C. S. Downs. © 18Jun58; KK135540.

Filmtab Dicalets, Abbott's phosphorus-free nutritional supplement. EE-637/R1-20-0857. Appl. author: Thomas S. Bird. © 25Jul57; KK135593.

Filmtab Gerilets geriatric supportive formula. Professional sample. List no.6424. 4 Filmtabs. Appl. author: C. S. Downs. © 2Jul58; KK136074.

Filmtab Iberol; for iron-deficiency and nutritional anemias. Professional sample. List no.3813. 08-7282. 6 Filmtabs. Appl. author: Thomas S. Bird. © 25Jun58; KK135652.

Filmtab Iberol, iron with nutritional support; hematinic for the common anemias. Appl. author: C. S. Downs. © 24Jul58; KK136014.

Filmtab Iberol, potent antianemia therapy plus the complete B-complex. Professional sample. List no.3813. 08-7450. 6 tablets. Appl. author: C. S. Downs. © 6Nov58; KK139424.

Filmtab Nualets, phosphorus-free vitamin-mineral supplement for conditions requiring supplemental calcium. Professional sample. List no.6676. Six Filmtabs. Appl. author: C. S. Downs. © 22Jul58; KK136743.

Filmtab Optilets, therapeutic formula multivitamins; Filmtab Optilets-M, therapeutic formula multivitamins with minerals. Print no.811509. Appl. author: C. S. Downs. © 28Oct58; KK139166.

Filmtab Sur-Bex with C, Abbott's B-complex with C; when they're too busy, lazy. Appl. author: C. S. Downs. © 18Jun58; KK135539.

ABBOTT LABORATORIES. Cont'd.

Fluid and electrolyte calculator.

Appl. author: C. S. Downs.

© 28Apr58; KK135516.

For handy reference, a selected list of normal values for laboratory tests on blood, urine and certain physiologic functions.

97-0126/R6-55-0458. Appl. author: C. S. Downs. © 5May58; KK137273.

For intravenous use against staph-, strep- and pneumococci: Erythrocin lactobionate. Appl. author:

C. S. Downs. © 15May58; KK135542.

For the control of all coccal infections, Abbott's antibiotic triad, Erythrocin stearate.

809027. (In Modern medicine, Oct. 1, 1958, insert facing p.24)

Appl. author: C. S. Downs.

© 10Oct58; KK138852.

Geriactive with Filmtab Gerilets.

Physician's sample. List

no.6424. 08-7448-3/R1-5-(54)-1058.

5 Filmtabs. Appl. author: Thomas

S. Bird. © 11Nov58; KK138678.

Glucalce al 10%; calcio y acido

ascorbico. E639/R1-20-0857.

Appl. author: Thomas S. Bird.

© 15Jul57; KK135588.

Gotas Dayamineral con B12.

Num. de lista 6908.

08-7467-2/R1-23-(22)-1058.

Appl. author: Thomas S. Bird.

© 30Oct58; KK138562.

Gradumet Desoxyn hydrochloride, long-acting anorectic-euphoriant.

97-0217/R1-340-0858. Appl. au-

thor: C. S. Downs. © 19Sep58;

KK137545.

Gradumet Desoxyn hydrochloride,

10 mg. Automatic will power in

obesity; mood improvement in de-

pressive states. Appl. author:

C. S. Downs. © 25Sep58; KK137989.

Harmonyl; nuevo y unico tranqui-

lizante-hipotensor. Fragmento del

Trio num. 7, op. 97, de Beethoven.

(Spanish Harmonyl) 2-13-58.

Appl. author: Thomas S. Bird.

© 15Feb58; KK135678.

Harmonyl; nuevo y unico tranquizi-

zante e hipotensor. En el mar.

Spanish. 3-20-58. Appl. author:

Thomas S. Bird. © 22Mar58;

KK135682.

Harmonyl, un nuevo y unico tran-

quilizante-hipotensor. Vals

en la bemol. 9-11-57. Appl.

author: Thomas S. Bird.

© 20Oct57; KK135589.

Heparin sodium sterile solutions;

featuring ... Abboject disposable

syringe. Appl. author: C. S.

Downs. © 24Jun58; KK135538.

In the kitchen, in the dining room;

handsome new Sucaryl bottles sell.

Sweetening solution; tablets.

Plain or fancy, an Abbott vitamin

bottle will blend gracefully.

Optilets [and 4 other] vitamins.

808034-808035. (In Drug topics,

Aug. 18, 1958, p.17-18) Appl. au-

thor: C. S. Downs. © 18Aug58;

KK136678.

Lemon candy-flavored Vi-Daylin in the

economy-size pint; the vitamin for-

mula for growing children. Six

pint bottles. Vi-Daylin; 8 essen-

tial vitamins in every daily tea-

spoon. Vi-Daylin; directions for

use. One pint. List no.3606.

08-7293-R1; 08-7292; 07-2065.

Appl. author: C. S. Downs.

© 26May58; KK136608.

Lemon candy-flavored Vi-Daylin in the

new pressure-pak; the vitamin for-

mula for growing children. Six 12

fl. oz. size containers. New

pressure-pak Vi-Daylin. Net con-

tents 12 fluid ounces. List no.

3606. 08-7287-R1; 07-2064.

Appl. author: C. S. Downs.

© 26May58; KK136603.

Let's face it, Daddy-o, I'm pooped.

A good B-complex, Sur-Bex with C.

Appl. author: C. S. Downs.

© 19Jun58; KK135515.

Llego la hora del Dayamin emulsion

para ninos. 2-3-58. [Boy jumping

from steam shovel for spoon]

Appl. author: Thomas S. Bird.

© 5Feb58; KK135590.

Llego la hora del Dayamin emulsion

para ninos. 2-10-58. [Three boys

wearing space caps, flying toward

spoon] Appl. author: Thomas S.

Bird. © 5Feb58; KK135591.

Look what's happened to Vi-Daylin;

first children's liquid multi-

vitamin in a push-button container.

(In Chain store age, Sept. 1958,

drug managers ed., insert facing

p.10) Appl. author: C. S. Downs.

© 10Sep58; KK137212.

Look what's happened to Vi-Daylin;

Vi-Daylin in the new pressure-pak.

First children's liquid multivita-

min in a push-button container.

809511. Appl. author: C. S.

Downs. © 30Oct58; KK138850.

Maintenance multivitamins/vitamins-

minerals; Dayalets & Dayalets-M.

97-0087/R2-100-0858. Appl. au-

thor: C. S. Downs. © 15Oct58;

KK139269.

Manual de valores de soluciones

parenterales. E672/R1-10-1157.

Appl. author: Thomas S. Bird.

© 29Nov57; KK135677.

Megimide, in the management of bar-

biturate intoxication. Appl. au-

thor: C. S. Downs. © 15May58;

KK135541.

Nembutal; there is a form of short-

acting Nembutal to serve every

need in barbiturate therapy.

Print no.804507. Appl. author:

C. S. Downs. © 8Jul58; KK135647.

Nembutal elixir, short-acting seda-

tive; when gentleness is important

in sedation. 97-0187/R12-180-0958.

Appl. author: C. S. Downs.

© 15Oct58; KK139267.

New Filmtab Sur-Bex with C, Abbott's

B-complex with C. Professional

sample. List no.3600.

08 7299 9/R1. 4 Filmtabs. Appl.

author: C. S. Downs. © 8Oct58;

KK138848.

New name, Compocillin-VK; the higher

blood levels of penicillin V in

tiny, easy-to-swallow Filmtabs.

08-7288 2/R1. 3 Filmtabs, 250 mg.

Appl. author: C. S. Downs.

© 21Aug58; KK137990.

New 2-part plan for treatment of

hypertension: First, for response

... Filmtab Harmonyl-N; second,

maintain improved blood pressure

levels by ... Harmonyl. Print

no.809041. (In American heart

journal, Sept. 1958, insert facing

p.8) Appl. author: C. S. Downs.

© 2Sep58; KK137274.

No pain, no memory, no nightmare of

fear in pediatric anesthesia;

Pentothal. 809010. (In Surgery,

gynecology & obstetrics journal,

Sept. 1958, insert facing p.38)

Appl. author: C. S. Downs.

© 1Sep58; KK138851.

Novedad; Pantomicina inyectable.

E700/R1-20-0458. Appl. author:

Thomas S. Bird. © 5May58;

KK136512.

Para profilaxis y tratamiento de las

hipovitaminosis B; accion potente.

Bevitin fuerte con higado inyec-

table, en Duplenvas. 8-11-58.

Appl. author: Thomas S. Bird.

© 6Aug58; KK136660.

table, en Duplenvas. 8-11-58.

Appl. author: Thomas S. Bird.

© 6Aug58; KK136660.

Para profilaxis y tratamiento de las

hipovitaminosis B; accion potente.

Bevitin fuerte con higado inyec-

table, en Duplenvas. 8-21-58.

Appl. author: Thomas S. Bird.

© 6Aug58; KK136663.

Para profilaxis y tratamiento de las

hipovitaminosis B; estabilidad

perfecta. Bevitin fuerte con

higado inyectable, en Duplenvas.

Appl. author: Thomas S. Bird.

© 6Aug58; KK136664.

Para profilaxis y tratamiento de las

hipovitaminosis B; estabilidad

perfecta. Bevitin fuerte con

higado inyectable, en Duplenvas.

8-11-58. Appl. author: Thomas S.

Bird. © 6Aug58; KK136665.

Para profilaxis y tratamiento de las

hipovitaminosis B; uso facil.

Bevitin fuerte con higado inyec-

table, en Duplenvas. 8-11-58.

Appl. author: Thomas S. Bird.

© 6Aug58; KK136661.

Para profilaxis y tratamiento de las

hipovitaminosis B; uso facil.

Bevitin fuerte con higado inyec-

table, en Duplenvas. 8-21-58.

Appl. author: Thomas S. Bird.

© 6Aug58; KK136662.

Para una vida mas sana, activa y

duradera; un completo suplemento

dietetico y terapeutico para los

pacientes de edad avanzada;

Filmtab Geramina. Appl. author:

Thomas S. Bird. © 30Aug58;

KK137036.

Picture of a man getting bad advice

about his dandruff; Selsun.

Anemia of advancing age, another

indication for Filmtab Iberol.

Nos.811023-811024. (In The Ameri-

can journal of medicine, Nov.

1958, facing p.56) Appl. author:

C. S. Downs. © 15Nov58; KK139084.

Presione aqui y obtendra en el acto

una solucion polivitaminica;

Bevitin Fuerte, Inyectable, en

Duplenvas. E706/R1-24-0558.

Appl. author: Thomas S. Bird.

© 2Jun58; KK136500.

Press here for fresh vitamins;

Bejectal improved with vitamin C.

Inyectable vitamin B complex.

EE705/R1-20-0558. Appl. author:

Thomas S. Bird. © 2Jun58;

KK135931.

Rutin C; contra la fragilidad

capilar. E640/R1-40-0857. Appl.

author: Thomas S. Bird. © 15Jul57;

KK135594.

Safety first in antibiotic therapy;

Filmtab Erythrocin stearate.

Physician's sample. List no.6346.

08-7231. 4 Filmtabs, 250 mg.

Appl. author: Thomas S. Bird.

© 25Jun58; KK135653.

Solucion esteril; Kavitin.

E297/R8-30-0158. Appl. author:

Thomas S. Bird. © 20Dec57 (in

notice: 1958); KK135592.

Tea and apathy. Filmtab Dayalets,

Abbott's multiple vitamin tablets.

Appl. author: C. S. Downs.

© 20Nov58; KK139426.

Tos nocturna; Jarabe Calcidrine.

4-15-57. [Half moon asleep]

Appl. author: Thomas S. Bird.

© 17Apr57; KK135596.

Tos nocturna; Jarabe Calcidrine.

4-22-57. [Owl in tree] Appl.

Tos nocturna; Jarabe Calcidrine.
[Girl with closed eyes] 4-29-57.
Appl. author: Thomas S. Bird.
© 1May57; KK135597.

Tral Gotas. Num. de lista 6923.
08-7465-2/R1-19(22)-1058.
Appl. author: Thomas S. Bird.
© 30Oct58; KK138561.

Tronolen lotion, Tronothane and D1-Paralene, to relieve pain and itching. Anesthetic, antihistaminic, antipruritic.
97-0401/R3-65-0858. Appl. author: C. S. Downs. © 14Aug58; KK136679.

Una tableta puede actuar; como dos. Filmtab Bilsan. 7-21-58. Appl. author: Thomas S. Bird.
© 5Jul58; KK135527.

Una tableta puede actuar; como dos. Tabletas Bilicin. V7-21-58. Appl. author: Thomas S. Bird.
© 5Jul58; KK135525.

Uno, eficaz; Filmtab Bilsan. 7-14-58. Appl. author: Thomas S. Bird. © 5Jul58; KK135524.

Uno, eficaz; tabletas Bilicin. V7-14-58. Appl. author: Thomas S. Bird. © 5Jul58; KK135526.

Vida mas activa y duradera con Filmtab Geramina. Muestra medica. Num. de lista 6424.
08-7437-3/R1-11-(22) 1058.
5 Filmtabs. Appl. author: Thomas S. Bird. © 11Nov58; KK138679.

What does Filmtab mean on the Abbott specialties you prescribe? With Filmtab, Abbott researchers have succeeded in developing a truly superior tablet coating. 6-2-58. Appl. author: Thomas S. Bird.
© 26May58; KK137108.

When a diet goes wrong ... new Filmtab Sur-Bex with C. Professional sample. List no.3600. 08-7426.
4 Filmtabs. Appl. author: C. S. Downs. © 3Nov58; KK139423.

When dining plain, when dining fancy; whatever the setting ... an Abbott vitamin bottle will take a graceful place at the table. Optilets [and 5 other] tablets. (Plain or fancy) Print no.808-501. Appl. author: C. S. Downs. © 5Sep58; KK137276.

When they need a good B-complex, new Filmtab Sur-Bex with C. Professional sample. List no.3600.
08-7284 9/R-5. 4 Filmtabs. Appl. author: C. S. Downs.
© 21Aug58; KK137991.

When you want high penicillin blood levels fast: Filmtab Compocillin-V. Appl. author: C. S. Downs.
© 26Jun58; KK135517.

ABLER, WILLIAM J.
Emergency safety cards. SEE Hutson, Maynard F.

ACME APPLIANCE MANUFACTURING CO. ©
Acme presents fold-aside door hardware. Appl. author: Steller, Millar & Lester, Inc. © 30Nov56; KK138361.

Easy to install because all screw holes are in the clear. No.31 closet shelf and rod support; No.30 closet rod support. © Acme Appliance Manufacturing Co., Acme Builders Hardware Division; 4Dec58; KK139068.

How to install accordion doors using Acme no.2600 concealed accordion door hardware. NM: additions & revision. © Acme Appliance Manufacturing Co., Acme Builders Hardware Division; 23Sep58; KK138365.

How to install Fold-Aside doors using Acme concealed Fold-Aside door hardware. No.206 flat-back hinge [and 10 other items] © Acme Appliance Manufacturing Co., Acme Builders Hardware Division;
13Aug58; KK137163.

How to install Fold-Aside doors using Acme series 2000 Fold-Aside door hardware. 88-2400. © Acme Appliance Manufacturing Co., Builders Hardware Division;
13Nov58; KK138986.

Idea file for Fold-Aside doors, accordion doors and folding screens. © Acme Appliance Manufacturing Co., Acme Builders Hardware Division;
14Aug58; KK138405.

Mated; Acme natural rubber bumpers and sliding doors. Sliding door bumpers. © Acme Appliance Manufacturing Co., Acme Builders Hardware Division; 25Jul58; KK136028.

No.112 natural rubber bumpers for sliding doors. One pair. © Acme Appliance Manufacturing Co., Acme Builders Hardware Division;
18Jun58; KK135403.

No.211 3/8" offset pin hinge for 3/4" lipped cabinet doors. © Acme Appliance Manufacturing Co., Acme Builders Hardware Division;
4Nov58; KK138534.

Supplementary price list for pin hinges. Effective Aug. 1, 1958. No.201 [and 4 other styles] © Acme Appliance Manufacturing Co., Acme Builders Hardware Division;
25Jul58; KK136029.

You can sell homes easier equipped with Acme concealed Fold-Aside and accordion door hardware. (In Practical builder, May 1958, p.156) © Acme Appliance Manufacturing Co., Acme Builders Hardware Division;
26Apr58; KK135457.

ACME BUILDERS HARDWARE DIVISION,
ACME APPLIANCE MANUFACTURING CO.
SEE Acme Appliance Manufacturing Co.

ACME CHEMICAL CO. ©
It's easy to strip old wax from your floors when you use Acco-Kleen; Acco-Kleen wax remover. Appl. author: George J. Halaska. NM: revision. © 7Aug58; KK136284.
Saber resin emulsion coating. Just what you asked for; Saber guards your floors. Appl. author: George J. Halaska. © 6Dec58; KK139560.

ACROMAG, INC. ©
400 CPS magnetic amplifiers for precision control applications. Models 405, 406, 407. Bulletin no.401-A, August 1958. © 1Aug58; KK138597.

ADAMS EXTRACT CO., INC. ©
Adams Extract. [22] cartons; designed 1958. © 1Aug58; KK139516.

ADDRESSOGRAPH-MULTIGRAPH CORP. ©
Cutting costs is our business; Addressograph-Multigraph cuts costs with advanced methods and machines for paperwork automation. (In U. S. news & world report, May 16, 1958, p.84) Appl. author: Charles Farran. © 16May58; KK139588.

Cutting costs is our business. Addressograph, Multigraph; Vari-Typer. (In Business week, Oct. 18, 1958, p.110-111) Appl. author: Charles Farran. © 18Oct58; KK139573.

Cutting costs is our business; credit card customers buy more each time they stop. (In Management methods, July, 1958, p.68) Appl. author: Charles Farran. © 30Jun58; KK135819.

Cutting costs is our business; the boss gets paid on payday; saves on 67% of his payroll writing. (In U. S. news & world report, June 27, 1958, p.59) Appl. author: Charles Farran. © 27Jun58; KK135797.

Cutting costs is our business; they fix ships faster because plans are duplicated in seconds. (In Newsweek, June 23, 1958, p.84) Appl. author: Charles Farran.
© 23Jun58; KK136532.

Flying geologist finds amazingly fast way to make report; another example of multilith offset versatility. (In U. S. news & world report, Aug. 15, 1958, p.39) Appl. author: Charles Farran.
© 15Aug58; KK139589.

How a down-to-earth idea helped get missiles up in the air; another example of multilith offset versatility. (In Time, Aug. 18, 1958, p.81) Appl. author: Charles Farran. © 18Aug58; KK139562.

New production tool for Addressograph low-cost paperwork automation. Graphotype class 6400. (In Business week, Nov. 29, 1958, p.11) Appl. author: Charles Farran.
© 29Nov58; KK139574.

Now nurses do less paperwork and more patient-work; another example of low-cost Addressograph automation. (In U. S. news & world report, Dec. 19, 1958, p.100) Appl. author: Charles Farran.
© 19Dec58; KK139587.

Portable profit-producer helps route men make more calls; another example of low-cost Addressograph automation. (In Newsweek, July 28, 1958, p.12) Appl. author: Charles Farran. © 28Jul58; KK139564.

Soft way to sell hardware; another example of multilith offset versatility. (In Business week, Aug. 23, 1958, p.70) Appl. author: Charles Farran. © 23Aug58; KK139572.

When teacher stays after school, there's more important work than this to do; another example of low-cost Addressograph automation. (In Time, Nov. 24, 1958, p.93) Appl. author: Charles Farran.
© 24Nov58; KK139563.

ADELL CHEMICAL CO. ©
Are you through washing the car, already? Sure, it doesn't take long with Lestoil, all-purpose liquid detergent. © 24Jun58; KK135972.

Clean again; so easily with Lestoil, all-purpose liquid detergent. © 8Jul58; KK135821.

Clean and refreshing as a waterfall; Lestoil, all-purpose liquid detergent. (In Greenfield recorder-gazette, Greenfield, Mass.) © 7Jul58; KK135820.

Cleans most anything under the sun; Lestoil, all-purpose liquid detergent. © 4Nov58; KK138650.

Cool water and Lestoil, all-purpose liquid detergent, a natural for hand laundering. © 10Jun58; KK135736.

Every day millions choose Lestoil, all-purpose liquid detergent. (In Greenfield recorder-gazette, Sept. 2, 1958, p.3) © 2Sep58; KK137528.

Fall cleaning favorite; Lestoil, all-purpose detergent. (In Transcript-telegram, Holyoke, Mass., Nov. 18, 1958) © 18Nov58; KK138987.

Free yourself for family fun, summer was made for it; Lestoil, all-purpose liquid detergent. (In Greenfield recorder-gazette) © 28Jul58; KK136145.

Fresh and bright as new fallen snow; Lestoil, all-purpose liquid detergent. © 23Jun58; KK135973.

ADELL CHEMICAL CO. Cont'd.

Give that clean just painted look to your walls and woodwork; Lestoil, all-purpose liquid detergent. (In The Standard-times, New Bedford, Mass., Nov. 5, 1958, p.4) © 5Nov58; KK138891.

Holiday time or any time, there's less toil with Lestoil, all-purpose liquid detergent. (In Holyoke transcript-telegram, Holyoke, Mass., Nov. 25, 1958, p.9) © 25Nov58; KK139153.

In your car as in your home, clean with Lestoil, all-purpose liquid detergent. © 12Nov58; KK139243.

Lestoil, all-purpose liquid detergent, keeps it clean as the day it left the showroom. © 26Aug58; KK136861.

Make time for family fun, there's less toil with Lestoil, all-purpose liquid detergent. © 11Nov58; KK139349.

Outside or inside, you'll have less toil with Lestoil, the all-purpose liquid detergent. (In Transcript-telegram, Holyoke, Mass., Sept. 8, 1958, p.17) © 8Sep58; KK137529.

To keep your new home always new, clean all washable surfaces with Lestoil, all-purpose liquid detergent. © 4Aug58; KK136248.

What, through washing the car already? Sure, it doesn't take long with Lestoil, all-purpose liquid detergent. NM: revision. © 9Sep58; KK138139.

When it's clean-up time, you need Lestoil, all-purpose liquid detergent. (In Holyoke transcript-telegram, Holyoke, Mass., Aug. 12, 1958, p.10) © 12Aug58; KK136429.

Women everywhere are talking about Lestoil, the all-purpose liquid detergent. © 6Oct58; KK137904.

A wonderfully clean world for him with Lestoil, all-purpose liquid detergent. © 21Jul58; KK135898.

ADLER SILHOUETTE LETTER CO. ©

Snap-Lok plastic letters; snap on, snap off. Appl. author: James J. Arnsfield. © 3Jul58; KK135934.

Third dimension plastic and cast aluminum letters. Exclusive Remova-Panel Glass-In-Frame units. Appl. author: James J. Arnsfield. © 14Jul58; KK135933.

Today's brilliant name in changeable letter display. Appl. author: James J. Arnsfield. © 14Jul58; KK135935.

ADOLPH'S, LTD. ©

How to make all meat tender; meat tenderizer. (In Seventeen, Feb. 1, 1957, p.143) © 1Feb57 (in notice: 1956); KK138551.

ADVERTISING CENTRAL, ©

Audio-visual headquarters. How can an audio-visual dealer afford to do enough advertising to enhance his reputation and increase sales? © 28Sep58; KK137902.

AD-WRITERS, INC. ©

How would you like to run these ads? Copyrighted sales plan; all planned and successfully promoted by well-known furniture dealers. 9 ad-mats. Appl. author: Milton J. Ardman. © 21May58; KK136710.

Now, 18 powerhouse ad-spectaculars. Need business? Run these full page spectacular ad-mats. Appl. author: Milton J. Ardman. Appl. states prev. pub. 21May58. NM: additions. © 7Jun58; KK136237.

AEROQUIP CORP. ©

Aeroquip freon self-sealing coupling. 5500 series. © 23May58; KK139108.

Aircraft advance information; new 6000 psi pneumatic hose of Teflon. AAI-9. © 8Sep58; KK138169.

Automatic fueling unit. © 21Mar58; KK136190.

Detachable, reusable fittings. Broken set. 25 pieces. © 30Jun58; KK138172.

F-2197 hose proof test stand. Aircraft engineering bulletin AEB-18A. © 26Mar58; KK136177.

Little Gem fitting design improvement. Aircraft sales service bulletin no.18. © 5May58; KK136178.

New Aeroquip golden flow Push-Pull hydraulic coupling. 5600 series. © 27Aug58; KK138173.

New Aeroquip Push-Pull golden flow hydraulic coupling. © 27Aug58; KK138174.

New Aeroquip Push-Pull hydraulic coupling. © 27Aug58; KK138171.

Oil separator assembly; DC-3. © 16Jul58; KK138170.

Recommended operating and proof pressures for Aeroquip hose and fittings. Aircraft sales service bulletin no.19. © 5May58; KK136192.

Reusability of Little Gem fittings. Aircraft sales service bulletin no.20. © 5May58; KK136189.

Volumetric expansion of Aeroquip hose. Aircraft sales service bulletin no.21. © 5May58; KK136191.

AGENTS ADVERTISING SERVICE. ©

To all progressive agents. 16 giant, 5" x 8" post cards; send to every prospect worth getting. By Howard A. Hutson. © 3Jun58; KK135862.

AIR DEVICES, INC. ©

Agitair Perfair square & rectangular diffusers; the professionals' air diffuser. Thermotank-Agitair. Appl. author: Cortland N. O'Day. © 21Oct58; KK138314.

Con-Vol equipped high velocity units. Thermotank-Agitair. Appl. author: Cortland N. O'Day. © Air Devices, Inc. & Thermotank, Inc.; 7Oct58; KK138315.

Registers, grilles, scoops; a complete line by Agitair. Catalog 55. Appl. author: Cortland N. O'Day. © 17Oct58; KK138313.

Thermotank-Agitair high velocity systems. Appl. author: Cortland N. O'Day. © Air Devices, Inc. & Thermotank, Inc.; 1Aug58; KK137969.

AIR FRANCE. ©

This skipper flies the seven skies; now modern skippers like Air France Captain Andre Chatel fly the seven skies. (In Overseas press bulletin, June 28, 1958, p.8) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 28Jun58; KK136219.

AIRBORNE ACCESSORIES CORP. ©

Airborne now offers you the advantages of modular design in rotary actuators; series R-12. MR-58. NM: additions. © 29May58; KK136769.

ANGLgear; standardized right angle Coniflex bevel gear units for aircraft. AA-58. NM: additions. © 15Jul58; KK136767.

ANGLgear; standardized right angle Coniflex bevel gear units for industry. IA-58. NM: additions. © 29May58; KK136768.

Electro-mechanical equipment for aircraft and missiles. (Aircraft and missile special actuators & motors) SAM-58. NM: additions. © 27Aug58; KK137836.

AIRGUIDE INSTRUMENT CO. ©

Airguide instruments; barometers, thermometers, hygrometers. Catalog no.580. Appl. author: H. L. MacGowan. © 18Jul58; KK137240.

ALBERS MILLING CO. ©

Next stop home, where puppies grow strong on Friskies, real meat nourishment at its balanced best. Friskies dog food; Friskies meal. (In Life, May 20, 1957, p.165) © 20May57; KK136234.

ALBIN, CHARLES H. & JULE R. VON STERNBERG composing the copartnership SHOW-HOUSE. SEE Show-House.

ALCONOX, INC. ©

For machine washers, Alcojet; mechanical washing detergent. Net weight 5 lbs. © 15Jul58; KK139053.

World famous Alconox for physicians and dentists; laboratory detergent, blood solvent and wetting agent. Net wt. 30 oz. © 28Oct57; KK139052.

ALD, INC. ©

If amateurs can make big profits, think what your professional touch can do. Aldsoft water softeners [and 7 other appliances] (In Cleaning laundry world, Oct. 1958, p.29) © 10Oct58; KK138064.

ALLEGHANY PHARMACAL CORP. ©

Fabulous new way to have long, non-breakable fingernails in a few magic minutes; nothing else like Norm-L-Nail on the market. (In Buffalo courier-express, Nov. 2, 1958, p.18-A) © 2Nov58; KK138507.

ALLEN, ERIC A. & RICHARD K. WALSH d.b.a. HANDICAPPED INDUSTRIES. SEE Handicapped Industries.

ALLEN-A CO. ©

Allen-A walkers, they don't ride. Briefer than boxers, freer than briefs. (In Esquire, May 1958, p.154) Appl. states prev. pub. K134971-134972. NM: revision. © 10Apr58; KK135910.

Briefer than boxers, freer than briefs; Walkers, they don't ride. © 24Feb58; KK135565.

Walkers; they don't ride. You've never worn such comfortable shorts. © 24Feb58; KK135564.

ALLIED CHEMICAL & DYE CORP. SEE Allied Chemical Corp.

ALLIED CHEMICAL CORP.

Fill up and grow; Arcadian nitrogen solutions. Uran, Feran, Nitran. (In Progressive farmer, Mar. 1958, p.4 of cover) © Allied Chemical Corp. (in notice: Nitrogen Division, Allied Chemical & Dye Corp.); 13Feb58; KK137855.

ALSCO, INC. ©

Aluminum lap-siding; new Gold-Bak blocks corrosion; new AO-9 polymerin protects surface. (In Good housekeeping, Sept. 1956, p.219) © 20Aug56; KK136887.

ALTHERIMER & BAER, INC. ©

Automatic zig-zag console cabinet electric sewing machine. Taylor's Furniture and Appliance. (In Herald-whig, Quincy, Ill., June 1, 1958, p.7) Appl. author: Milton L. Altheimer. © 1Jun58; KK135739.

- Barbecue-rotisserie. Wilmot's.
(In Roswell daily record, Roswell,
N. M., Feb. 27, 1958, p.23)
Appl. author: Milton L. Altheimer.
© 27Feb58; KK135854.
- 80 inches wide, family size folding
steel frame pool. Hillman's.
(In Owensboro messenger & inquirer,
Owensboro, Ky., May 25, 1958,
p.6-A) Appl. author: Milton L.
Altheimer. © 25May58; KK135741.
- 50 piece deluxe Cannon sheet & towel
set, including 2 chenille bed spreads.
Union Furniture of Hazleton, Inc.
(In The Plain speaker, May 27,
1958, p.33) Appl. author: Milton
L. Altheimer. © 27May58;
KK135738.
- Genuine imported English dinnerware
by Wedgwood & Co., Ltd. Melart
Jewelers. (In The News, Frederick,
Md., May 28, 1958, p.9) Appl.
author: Milton L. Altheimer.
© 28May58; KK135743.
- Here's the perfect gift for Father's
Day. Dormeyer electric super
power saber saw. Smith Credit
Jewelers. (In The Daily reporter,
June 6, 1958, p.7) Appl. author:
Milton L. Altheimer. © 6Jun58;
KK135742.
- 3/8 inch, 2 speed power drill with
Jacobs geared chuck, plus all
accessories. Michael's. (In
Galveston news, June 6, 1958,
p.11) Appl. author: Milton L.
Altheimer. © 5Jun58; KK135740.
- ALTMAN (B.) & CO. ©
Higher than ever, the interest in
the Basic Dress. (In The New York
times, Sept. 14, 1958, p.9)
© 14Sep58; KK137993.
- ALTNOW, GEORGE GUSTAV.
Pacific Wire-Grams. SEE Pacific
Wire Works Co.
- AMARA CO.
Luminous anniversary lamp; irradiant
bulb and insert. Model 701-703,
703-A. © Max W. Lawsky d.b.a.
Amara Co.; 1Jul58; KK139400.
- AMERICAN BAKERIES CO. ©
Baked while you sleep; Cook Book
bread. Truck. Appl. author:
Young & Rubicam, Inc. NM: illus.
© 1Jul58; KK137236.
- Baked while you sleep; Cook Book
enriched bread. Loaf of bread;
clock tower. Appl. author: Young
& Rubicam, Inc. © 1Nov58;
KK139004.
- Baked while you sleep. Cook Book
enriched bread. Moon. Appl.
author: Young & Rubicam, Inc.
© 1Sep58; KK137711.
- Baked while you sleep; Cook Book
enriched bread. Owl. Appl. au-
thor: Young & Rubicam, Inc.
© 1May58; KK135863.
- Baked while you sleep; Cook Book
enriched bread. [Sleeping sheep;
slices of bread jumping over fence]
Appl. author: Young & Rubicam, Inc.
© 1Apr58; KK135456.
- Baked while you sleep; Cook Book
enriched bread. Sleepwalker.
Appl. author: Young & Rubicam,
Inc. © 1Aug58; KK136407.
- AMERICAN BRASS CO.
New covered Flexlube; the original
PVC, polyvinyl chloride, covered
oil feed and coolant lines; type
F2 Flexlube. Bulletin F2. Appl.
author: John Doyle. © American
Brass Co., American Metal Hose Di-
vision; 22Aug58; KK136677.
- AMERICAN BREWERY, INC. ©
American beer fishing derby.
\$25,000 Diamond Jim III launching
June 19. (In The Baltimore morn-
ing sun, June 13, 1958, p.23)
Appl. author: Van Sant, Dugdale &
Co., Inc. © 13Jun58; KK135555.
- American beer \$25,000 fish caught;
Diamond Jim III landed near Bay
Bridge. (In The Sun, Baltimore,
Aug. 7, 1958, p.17) Appl. au-
thor: Van Sant, Dugdale & Co.,
Inc. © 7Aug58; KK136421.
- Diamond Jim III launched today.
Map to a \$25,000.00 fish. (In The
Baltimore morning sun, June 19,
1958, p.21) Appl. author: Van
Sant, Dugdale & Co., Inc.
© 19Jun58; KK135554.
- For your thirsty look. (In 25th
All Star program book, July 8,
1958, p.3 of cover) Appl. author:
Van Sant, Dugdale & Co., Inc.
© 8Jul58; KK135884.
- Here's where \$35,000 in prize fish
were launched. The X ... marks the
spot where Diamond Jim III ... was
put overboard. (In The Baltimore
morning sun, Aug. 1, 1958, p.21)
Appl. author: Van Sant, Dugdale &
Co., Inc. © 1Aug58; KK136420.
- Thirst for profit? (In Maryland
State Licensed Beverage Assn.
1957 year book, p.28) Appl.
author: Van Sant, Dugdale & Co.,
Inc. © 1Sep57; KK135556.
- The thirsty look; can't hardly wait.
(In The Baltimore news-post,
July 11, 1958, p.23) Appl. au-
thor: Van Sant, Dugdale & Co., Inc.
© 11Jul58; KK135903.
- The thirsty look; found and lost
department. (In Baltimore news
post, July 16, 1958, p.33)
Appl. author: Van Sant, Dugdale
& Co., Inc. © 16Jul58; KK135883.
- The thirsty look; here's looking at
you. [Indian girl taking bottle
from frigidaire] (In The Sun,
Baltimore, July 3, 1958, p.11)
Appl. author: Van Sant, Dugdale &
Co., Inc. © 3Jul58; KK135747.
- \$2,500 more in tagged fish launched
at Crisfield; another big launch-
ing ... in American beer's 1958
fishing derby. (In The Baltimore
morning sun, July 2, 1958, p.25)
Appl. author: Van Sant, Dugdale &
Co., Inc. © 2Jul58; KK135746.
- AMERICAN CAN CO.
Arthur Maisel's ice cream; chocolate.
One half gallon. © Marathon,
division of American Can Co.;
30Apr58; KK135793.
- Creamed cottage cheese. Swallow
design. No.2186. 1 pt. liq.
© American Can Co., Dixie Cup
Division; 11Jun58; KK135460.
- Deck the halls with Dixie cups in red
and green starflower design from
special Christmas dispenser. (In
Western family, Nov. 1958, p.13)
Appl. author: Hicks & Greist, Inc.
© Dixie Cup Division of American
Can Co.; 31Oct58; KK138652.
- Easter design. Bunny artist. Dixie
container. No.2186. 1 pint liq.
© American Can Co., Dixie Cup Di-
vision; 9Oct58; KK138048.
- Easter design. Bunny harvest. Dixie
container. No.2186. 1 pint liq.
© American Can Co., Dixie Cup Di-
vision; 9Oct58; KK138047.
- Easter design. Bunny hop. Dixie
container. No.2186. 1 pint liq.
© American Can Co., Dixie Cup Di-
vision; 9Oct58; KK138050.
- Easter design. Bunny opera. Dixie
container. No.2186. 1 pint liq.
© American Can Co., Dixie Cup Di-
vision; 9Oct58; KK138046.
- Easter design. Swimming party.
Dixie container. No.2186. 1 pint
liq. © American Can Co., Dixie
Cup Division; 9Oct58; KK138049.
- 8 Dixie frozen food containers with
lids. Quart size. © American Can
Co. d.b.a. Dixie Cup Co.; 8Aug58;
KK136508.
- Fresh peach ice cream. SEE United
Dairy Cooperative Assn.
- Fresh strawberry ice cream. SEE
United Dairy Cooperative Assn.
- H Hostess; look for Hostess napkin
dispensers in your favorite store.
200 dispenser napkins. Appl. au-
thor: Jerome Slaasted. © Marathon,
division of American Can Co.;
29May58; KK135818.
- The king's breakfast, by A. A. Milne.
Butter has never been packaged
better than in the Marathon Hi-F1
Glamakote butter cartons. Signed:
Hudson. © on illus.; Marathon, a
division of American Can Co.;
9Jul58; KK137180.
- Marathon Hi-F1 Glamakote butter
packaging, fit for a king.
Signed: Hudson. © Marathon, a
division of American Can Co.;
10Jul58; KK137181.
- Popcorn design. Hot buttered pop-
corn. Dixie cup. No.324.
© American Can Co., Dixie Cup Di-
vision; 29Oct58; KK139231.
- Sour cream. Flower. 1 pint liq.
© American Can Co., Dixie Cup
Division; 15Jul58; KK135838.
- Strawberry design. Dixie container.
No.2187. © American Can Co.,
Dixie Cup Division; 23Jul58;
KK136040.
- AMERICAN CAN CO. d.b.a. DIXIE CUP CO.
SEE Dixie Cup Co.
- AMERICAN DAIRY ASSN. ©
Chocolate sundae ice cream puffs.
(In Look, Oct. 28, 1958, p.43)
Appl. author: Campbell-Mithun, Inc.
© 14Oct58; KK137935.
- Dairy food promotions; a preview of
advertising-merchandising plans.
4th quarter 1958. (In Chain store
age, Oct. 1958, p.214-215) Appl.
author: Campbell-Mithun, Inc.
© 30Sep58; KK137933.
- Dairy food promotions, a preview of
merchandising plans; 3rd quarter
1958. (In Chain store age, July
1958, p.306-307) Appl. author:
Campbell-Mithun, Inc. © 30Jun58;
KK136444.
- Don't wait for Christmas to have fun
with eggnog. (In Life, Dec. 8,
1958, p.131) Appl. author:
Campbell-Mithun, Inc. © 4Dec58;
KK139542.
- George S. Halas talks about milk.
(In U. S. news & world report,
Aug. 1, 1958, p.87) Appl. au-
thor: Campbell-Mithun, Inc.
© 28Jul58; KK136563.
- Lovin'est cookies of all, rich with
the flavor of real butter. Orange
pecan delights [and 2 other reci-
pes] (In Better homes & gardens,
Dec. 1958, p.96-101) Appl. au-
thor: Campbell-Mithun, Inc.
© 20Dec58; KK139543.
- Neison Harris talks about milk.
(In U. S. news & world report,
Nov. 21, 1958, p.33) Appl. au-
thor: Campbell-Mithun, Inc.
© 17Nov58; KK138984.

AMERICAN DAIRY ASSN. Cont'd.

New, heavenly cranberry pie... made with evaporated milk. (In this week magazine, Nov. 2, 1958, p.28) appl. author: Jampell-Mitchum, Inc. 9 Nov58; KIL38983.

Decorating ideas: new football head... (In The American weekly, Sept. 14, 1958, p.13) appl. author: Jampell-Mitchum, Inc. 9 13Sep58; KIL38981.

Tes, the world's best cheese now comes from the good old U. S. A. (In Ladies' home journal, Sept. 1958, p.17) appl. author: Jampell-Mitchum, Inc. 9 13Sep58; KIL38981.

You're sure the flavor's right, with real butter. (In Ladies' home journal, Sept. 1958, p.17) appl. author: Jampell-Mitchum, Inc. 9 17Aug58; KIL38981.

You're sure the flavor's right with real butter. (In Ladies' home journal, Sept. 1958, p.17) appl. author: Jampell-Mitchum, Inc. 9 17Aug58; KIL38981.

You're sure the flavor's right with real butter. (In Ladies' home journal, Sept. 1958, p.17) appl. author: Jampell-Mitchum, Inc. 9 17Aug58; KIL38981.

AMERICAN INKA CORP.

International Furniture: outstanding new direction co-ownership group. (In New York world-telegram & sun, June 1, 1958, p.18) appl. author: Jampell-Mitchum, Inc. 9 17Aug58; KIL38981.

AMERICAN FLANGE & MANUFACTURING CO., INC.

low, a pail spout that purrers and never talks back. Another good reason to always specify Tri-Sure measures. (In The Baltimore Afro-American, Feb. 13, 1958, p.17) appl. author: Jampell-Mitchum, Inc. 9 17Aug58; KIL38981.

AMERICAN GAS ASSN.

Gold star news. (In The Baltimore Afro-American, Oct. 1958, p.18) appl. author: Jampell-Mitchum, Inc. 9 17Aug58; KIL38981.

AMERICAN INSTITUTE OF MEN'S & BOYS'

Would United Airlines hire you? (In The Baltimore Afro-American, Sept. 26, 1958, p.17) appl. author: Jampell-Mitchum, Inc. 9 17Aug58; KIL38981.

Your boy: are you helping him to do his best? (In The Baltimore Afro-American, Sept. 26, 1958, p.17) appl. author: Jampell-Mitchum, Inc. 9 17Aug58; KIL38981.

AMERICAN LEGION.

Official bowling shirt for Legionnaires. (In The Baltimore Afro-American, Sept. 26, 1958, p.17) appl. author: Jampell-Mitchum, Inc. 9 17Aug58; KIL38981.

Special bowling features: complete with team shirts, trophies, medals. (In The Baltimore Afro-American, Sept. 26, 1958, p.17) appl. author: Jampell-Mitchum, Inc. 9 17Aug58; KIL38981.

Why buy a 4-star flag now? (In The Baltimore Afro-American, Sept. 26, 1958, p.17) appl. author: Jampell-Mitchum, Inc. 9 17Aug58; KIL38981.

AMERICAN MACHINE METALS, INC.

Complete line of controls for all types washers. (In The Baltimore Afro-American, Sept. 26, 1958, p.17) appl. author: Jampell-Mitchum, Inc. 9 17Aug58; KIL38981.

Bulletin 58-15. (In The Baltimore Afro-American, Sept. 26, 1958, p.17) appl. author: Jampell-Mitchum, Inc. 9 17Aug58; KIL38981.

Kym suits, socks, uniforms, towels. (In The Baltimore Afro-American, Sept. 26, 1958, p.17) appl. author: Jampell-Mitchum, Inc. 9 17Aug58; KIL38981.

AMERICAN TERRI-DEL CORP.

Terri-dels: new year's Eve. (In The Baltimore Afro-American, Sept. 26, 1958, p.17) appl. author: Jampell-Mitchum, Inc. 9 17Aug58; KIL38981.

AMERICAN METAL ROSE DISTRIBUTION. AMERICAN BRASS CO.

Brass Co. (In The Baltimore Afro-American, Sept. 26, 1958, p.17) appl. author: Jampell-Mitchum, Inc. 9 17Aug58; KIL38981.

AMERICAN METAL ROSE DISTRIBUTION.

Brass Co. (In The Baltimore Afro-American, Sept. 26, 1958, p.17) appl. author: Jampell-Mitchum, Inc. 9 17Aug58; KIL38981.

Amoco gas: it's guaranteed by lead. (In The Baltimore Afro-American, Sept. 26, 1958, p.17) appl. author: Jampell-Mitchum, Inc. 9 17Aug58; KIL38981.

Here's why only lead-free Amoco gas guarantees you more gas per gallon. (In The Baltimore Afro-American, Sept. 26, 1958, p.17) appl. author: Jampell-Mitchum, Inc. 9 17Aug58; KIL38981.

Motorists who know choose Amoco to get more gas per gallon. (In The Baltimore Afro-American, Sept. 26, 1958, p.17) appl. author: Jampell-Mitchum, Inc. 9 17Aug58; KIL38981.

New in greater New Orleans: Amoco gas guarantees you more gas per gallon. (In The Baltimore Afro-American, Sept. 26, 1958, p.17) appl. author: Jampell-Mitchum, Inc. 9 17Aug58; KIL38981.

Only Amoco gas guarantees you more gas per gallon. (In The Baltimore Afro-American, Sept. 26, 1958, p.17) appl. author: Jampell-Mitchum, Inc. 9 17Aug58; KIL38981.

Only Amoco gas guarantees you more gas per gallon. (In The Baltimore Afro-American, Sept. 26, 1958, p.17) appl. author: Jampell-Mitchum, Inc. 9 17Aug58; KIL38981.

Only Amoco is all gas. (In The Baltimore Afro-American, Sept. 26, 1958, p.17) appl. author: Jampell-Mitchum, Inc. 9 17Aug58; KIL38981.

Only Amoco is all gas; untainted by lead. (In The Baltimore Afro-American, Sept. 26, 1958, p.17) appl. author: Jampell-Mitchum, Inc. 9 17Aug58; KIL38981.

Only lead-free Amoco gas guarantees you more gas per gallon. (In The Baltimore Afro-American, Sept. 26, 1958, p.17) appl. author: Jampell-Mitchum, Inc. 9 17Aug58; KIL38981.

Only lead-free Amoco gas guarantees you more gas per gallon. (In The Baltimore Afro-American, Sept. 26, 1958, p.17) appl. author: Jampell-Mitchum, Inc. 9 17Aug58; KIL38981.

Only lead-free Amoco gas guarantees you more gas per gallon. (In The Baltimore Afro-American, Sept. 26, 1958, p.17) appl. author: Jampell-Mitchum, Inc. 9 17Aug58; KIL38981.

Only lead-free Amoco gas guarantees you more gas per gallon. (In The Baltimore Afro-American, Sept. 26, 1958, p.17) appl. author: Jampell-Mitchum, Inc. 9 17Aug58; KIL38981.

Only lead-free Amoco gas guarantees you more gas per gallon. (In The Baltimore Afro-American, Sept. 26, 1958, p.17) appl. author: Jampell-Mitchum, Inc. 9 17Aug58; KIL38981.

Smart shoppers know only Amoco guarantees more gas per gallon. (In The Baltimore Afro-American, Sept. 26, 1958, p.17) appl. author: Jampell-Mitchum, Inc. 9 17Aug58; KIL38981.

In The Baltimore Afro-American, Sept. 26, 1958, p.17) appl. author: Jampell-Mitchum, Inc. 9 17Aug58; KIL38981.

AMERICAN SHEEP PRODUCERS COUNCIL, INC.

Positive profit control, thanks to perfect portion control. (In The Baltimore Afro-American, Sept. 26, 1958, p.17) appl. author: Jampell-Mitchum, Inc. 9 17Aug58; KIL38981.

AMERICAN MISAKRAFT CORP. 9 New Misakraft grain floor: fits both 6 and 7 car floors. 9 27Oct58; KIL38981.

The newest development in fire protection: Pyro-Sure, barrier material with flame-retarding properties. (In The Baltimore Afro-American, Sept. 26, 1958, p.17) appl. author: Jampell-Mitchum, Inc. 9 17Aug58; KIL38981.

AMERICAN TOBACCO CO. 9 Attention, all smokers: The score on filter cigarettes has changed. (In The Baltimore Afro-American, Sept. 26, 1958, p.17) appl. author: Jampell-Mitchum, Inc. 9 17Aug58; KIL38981.

Attention, all smokers: The score on filter cigarettes has changed. (In The Baltimore Afro-American, Sept. 26, 1958, p.17) appl. author: Jampell-Mitchum, Inc. 9 17Aug58; KIL38981.

Attention, all smokers: The score on filter cigarettes has changed. (In The Baltimore Afro-American, Sept. 26, 1958, p.17) appl. author: Jampell-Mitchum, Inc. 9 17Aug58; KIL38981.

Best taste going, and light, too. (In The Baltimore Afro-American, Sept. 26, 1958, p.17) appl. author: Jampell-Mitchum, Inc. 9 17Aug58; KIL38981.

Don't miss the fun of smoking: miss-ness is a pleasure with Fall Fall. (In The Baltimore Afro-American, Sept. 26, 1958, p.17) appl. author: Jampell-Mitchum, Inc. 9 17Aug58; KIL38981.

Dual filter fareyton: King size. (In The Baltimore Afro-American, Sept. 26, 1958, p.17) appl. author: Jampell-Mitchum, Inc. 9 17Aug58; KIL38981.

Famous artist Robert Rauschenberg has seen a lucky man for twenty years: he gets fine tobacco, and no nonsense. (In The Baltimore Afro-American, Sept. 26, 1958, p.17) appl. author: Jampell-Mitchum, Inc. 9 17Aug58; KIL38981.

From research to reality: a far-reaching advance in filter smoking: new dual filter fareyton. (In The Baltimore Afro-American, Sept. 26, 1958, p.17) appl. author: Jampell-Mitchum, Inc. 9 17Aug58; KIL38981.

Get satisfying flavor, so friendly to your taste: Fall Fall. (In The Baltimore Afro-American, Sept. 26, 1958, p.17) appl. author: Jampell-Mitchum, Inc. 9 17Aug58; KIL38981.

Get satisfying flavor, so friendly to your taste: Fall Fall. (In The Baltimore Afro-American, Sept. 26, 1958, p.17) appl. author: Jampell-Mitchum, Inc. 9 17Aug58; KIL38981.

- Get satisfying flavor, so friendly to your taste. Pall Mall. [Pear salad] (In Time, Sept. 1, 1958, p.34) Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. © 27Aug58; KK136862.
- Get satisfying flavor, so friendly to your taste. Pall Mall. [Shrimp & lobster cocktail] (In Look, Nov. 25, 1958, p.74) Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. © 11Nov58; KK139322.
- Get satisfying flavor, so friendly to your taste. Pall Mall. [Two iced drinks against golf course background] (In Time, Aug. 4, 1958, p.29) Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. © 30Jul58; KK136863.
- Get the genuine article, get the honest taste of a Lucky Strike; all cigarette, all fine tobacco. [Man holding cup] (In New York daily news, Aug. 10, 1958, p.94) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 10Aug58; KK137875.
- Get the genuine article, get the honest taste of a Lucky Strike; end to end, it's fine tobacco. [Man at wheel] (In Sunday news, New York, Sept. 21, 1958, p.114) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 21Sep58; KK138935.
- Get the genuine article, get the honest taste of a Lucky Strike; end to end it's fine tobacco. [Man holding horseshoe] (In New York daily news, Aug. 24, 1958, p.91) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 24Aug58; KK137874.
- Get the genuine article, get the honest taste of a Lucky Strike. [Endorsed by] Ellen C. Dammond. (In Baltimore Afro-American, Aug. 19, 1958) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 19Aug58; KK137878.
- Get the genuine article, get the honest taste of a Lucky Strike. [Endorsed by] St. Clair Bourne. (In Baltimore Afro-American, Aug. 5, 1958) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 5Aug58; KK137877.
- Get the genuine article, get the honest taste of a Lucky Strike. [Endorsed by] Wall Streeter John T. Patterson. (In Baltimore Afro-American, Sept. 2, 1958) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 2Sep58; KK139433.
- Get the genuine article, get the honest taste of a Lucky Strike; fine tobacco and no nonsense. [Golfer] (In New York daily news, Sept. 7, 1958, p.115) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 7Sep58; KK137873.
- Get the genuine article, get the honest taste of a Lucky Strike; fine tobacco and no nonsense. [Man fixing fishing lure] (In Sunday news, July 13, 1958, p.87) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 13Jul58; KK136877.
- Get the genuine article, get the honest taste of a Lucky Strike. Surf caster. (In The Saturday evening post, Sept. 13, 1958) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 9Sep58; KK137872.
- Get the genuine article, get the honest taste of a Lucky Strike. Surveyors. (In Farm & ranch, Sept. 1958, p.2 of cover) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 10Aug58; KK137876.
- Get the genuine article, get the honest taste of Lucky Strike; the most famous tobacco in America. (In Sunday news, July 27, 1958, p.75) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 27Jul58; KK136617.
- Get the honest taste of a Lucky Strike. [Two workmen] fixing fence. (In Time, July 14, 1958) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 9Jul58; KK136876.
- I'll take a light smoke, a Lucky, every time. Lucky Strike. [Endorsed by] artist Robert Pious. (In The Baltimore Afro-American, Jan. 21, 1958, p.8) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 21Jan58; KK136214.
- I'm all for Luckies, they're a light smoke, all the way. Lucky Strike. [Endorsed by] Wyvetter M. Hoover. (In The Philadelphia tribune, Mar. 18, 1958, p.16) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 18Mar58; KK137314.
- I'm sold on Luckies, they're light as they come. Lucky Strike. [Endorsed by] James Hewitt. (In The Philadelphia tribune, Apr. 29, 1958, p.2) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 29Apr58; KK137313.
- It stands to reason, the cigarette with the best filter filters best. Now ... that cigarette is Hit Parade. (In New York world-telegram & sun, July 21, 1958, p.26) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 21Jul58; KK137422.
- It's here, a far-reaching advance in filter smoking; new dual filter Tareyton. Boat scene [man's hand holding cigarette] (In Life, Sept. 22, 1958, p.97) Appl. author: Lawrence C. Gumbinner Advertising Agency, Inc. © 18Sep58; KK138501.
- It's here, a far-reaching advance in filter smoking; new dual filter Tareyton. [Man's] hand [holding cigarette] (In Life, Sept. 8, 1958, p.42-43) Appl. author: Lawrence C. Gumbinner Advertising Agency, Inc. © 4Sep58; KK138500.
- James Plinton once ran his own airline; when it comes to smoking, he's a Lucky man. Get the genuine article, get the honest taste of a Lucky Strike. (In Baltimore Afro-American, July 8, 1958, p.5) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 8Jul58; KK139432.
- Latest method of testing; the score on filter cigarettes has changed; now Hit Parade has America's best filter. (In New York world-telegram & sun, June 19, 1958, p.40) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 19Jun58; KK137420.
- Light up a Lucky; end to end ... best-tasting cigarette you ever smoked. Lucky Strike. [Tennis, golf & swimming scenes] (In Farm & ranch, July 1958, p.2 of cover) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 10Jun58; KK136618.
- Luckies are my cigarette, says TV producer George Norford. Lucky Strike. (In Ebony, July 1958, p.87) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 10Jun58; KK136616.
- Luckies are my cigarette, says TV producer George Norford. Lucky Strike. (In The Baltimore Afro-American, May 13, 1958, p.5) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 13May58; KK136216.
- Lucky Strike presents Thinklish, the funniest, easiest way yet to make money. Burrofare. (In The Oredigger, Sept. 16, 1958, p.5) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 16Sep58; KK139434.
- Lucky Strike presents Thinklish, the funniest, easiest way yet to make money. Magazine. (In The Daily Californian, Sept. 29, 1958, p.3) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 29Sep58; KK139436.
- Make this your Lucky year; 1958. Lucky Strike. Calendar. (In Farm & ranch, Jan. 1958) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 10Dec57; KK137367.
- Now, with over 400,000 filter traps, new Hit Parade has America's best filter; gives you up to 43% higher filtration. (In New York herald tribune, Aug. 19, 1958, p.10) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 18Aug58; KK137426.
- Now, with over 400,000 filter traps, new Hit Parade has America's best filter; up to 43% higher filtration. (In New York world-telegram & sun, Aug. 11, 1958, p.16) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 11Aug58; KK137424.
- Only one cigarette can filter best; according to the new and superior method of testing ... that cigarette is Hit Parade. (In New York world-telegram & sun, June 30, 1958, p.34) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 30Jun58; KK137419.
- Only one cigarette is best at both ends; new Hit Parade filters best, tastes best. (In New York world-telegram & sun, July 28, 1958, p.14) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 28Jul58; KK137423.
- Sell-a-gram. In grocery stores ... these new display units boosted cigarette profits. Lucky Strike [and 5 other cartons] (In Progressive grocer, May 1958, p.23) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 1May58; KK136878.
- Sell-a-gram. Remember, American's big 5 go fast. Lucky Strike [and 5 other cartons] (In Progressive grocer, Aug. 1958, p.24) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 1Jul58; KK138372.
- Sticklers. Gnat spat. Lucky Strike. (In The Yellow jacket, May 5, 1958, p.6) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 5May58; KK137312.
- Sticklers. Squealer healer. Lucky Strike. (In The Hilltop press, Cortland, N. Y., Mar. 28, 1958, p.4) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 28Mar58; KK137309.
- Sticklers. Tike bike. Lucky Strike. (In Colorado College tiger, Mar. 7, 1958, p.5) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 7Mar58; KK137310.
- Sticklers. Tribal libel. Lucky Strike. (In The Ram, Mar. 20, 1958, p.2) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 20Mar58; KK137311.
- Sticklers. What's the foreman in a catchup factory? Sauce boss. Lucky Strike. (In The Curved horn, May 16, 1958, p.4) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 16May58; KK136218.

AMERICAN TOBACCO CO. Cont'd.

Thank you, Time magazine, for setting the record straight on Hit Parade's superior filtration in your August 11th issue. (In New York herald tribune, Aug. 12, 1958, p.10) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 11Aug58; KK137425.

That's right, only one cigarette can filter best; according to the new and superior method of testing ... that cigarette is Hit Parade. (In New York world telegraph & sun, July 7, 1958, p.16) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 7Jul58; KK137421.

Thinklish. Get the genuine article, get the honest taste of a Lucky Strike. Ductator. (In The Tech, Oct. 10, 1958, p.4) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 10Oct58; KK139435.

This Christmas, give yourself, and your friends, satisfying flavor, so friendly to your taste. Pall Mall. (In Newsweek, Dec. 1, 1958, p.39) Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. © 26Nov58; KK139323.

Wall Streeter John T. Patterson is a top executive. Get the genuine article, get the honest taste of a Lucky Strike. (In Ebony, Sept. 1958, p.3) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 10Aug58; KK138373.

When you settle down for a good smoke, why settle for less than a Lucky? Light up a light smoke, light up a Lucky. Lucky Strike. Beach [scene] (In The Saturday evening post, May 24, 1958) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 20May58; KK136217.

ANACONDA WIRE & CABLE CO. ©

Self-supporting aerial cable. DM-5751. 1st ed. © 15Oct58; KK138893.

ANAHIST CO., INC. ©

At first sign of flu or virus cold, counteract virus-released poisons with doctor's new discovery; new special Anahist. (In Detroit news, Sept. 15, 1958, p.8) Appl. author: Ted Bates & Co., Inc. © 15Sep58; KK137796.

ANAHIST RESEARCH LABORATORIES DIVISION. ©

After years of clinical tests ... a new medical discovery that revolutionizes daily mouth care; Steri/sol with hexetidine. (In Watertown daily times, Watertown, N. Y., Aug. 13, 1958, p.3) Appl. author: Warwick & Legler, Inc. © 13Aug58; KK136534.

New medical discovery gives 24-hour immunity action against bad breath; Steri/sol, with hexetidine. (In The Oneonta star, Nov. 5, 1958, p.6) Appl. author: Warwick & Legler, Inc. © 5Nov58; KK138713.

New medical discovery gives 24-hour immunity action against bad breath; Steri/sol with hexetidine. (In Watertown daily times, Watertown, N. Y., Aug. 20, 1958, p.16) Appl. author: Warwick & Legler, Inc. © 20Aug58; KK136856.

ANCIENT AGE DISTILLING CO. ©

Good as gold on your shelf; Ancient Age in the golden decanter and the gold gift wrap. Straight Kentucky bourbon. (In Liquor store, Oct. 1958, p.38-39) Appl. author: Doyle Dane Bernbach, Inc. © 30Oct58; KK138883.

A great tip; if you can find a better bourbon, buy it. (In The Houston post, Oct. 9, 1958, p.2) Appl. author: Doyle Dane Bernbach, Inc. © 9Oct58; KK138882.

Hot election tip: if you can find a better bourbon, buy it. (In New Orleans states-item, Nov. 3, 1958, p.25) Appl. author: Doyle Dane Bernbach, Inc. © 3Nov58; KK139081.

How to bring a coon out of hiding. One of 10 winning tips ... sports idea contest. (In Sports afield, Oct. 1958, p.9) Appl. author: Doyle Dane Bernbach, Inc. © 25Sep58; KK138344.

How to bring a woodchuck to attention. One of ten winning tips ... sports idea contest. (In Sports afield, July 1958, p.9) Appl. author: Doyle Dane Bernbach, Inc. © 25Jun58; KK135694.

How to catch fish with bubble gum. One of ten winning tips ... sports idea contest. (In Sports afield, Sept. 1958, p.9) Appl. author: Doyle Dane Bernbach, Inc. © 25Aug58; KK137136.

How to catch grasshoppers for bait; one of 10 winning tips ... sports idea contest. (In Sports afield, Nov. 1958, p.5) Appl. author: Doyle Dane Bernbach, Inc. © 25Oct58; KK139080.

How to tell when ducks are ready to take off; one of 10 winning tips ... sports idea contest. (In Sports afield, Dec. 1958, p.16) Appl. author: Doyle Dane Bernbach, Inc. © 25Nov58; KK139079.

How to toughen your hunting dog's feet. One of ten winning tips ... Ancient Age sports idea contest. (In Sports afield, Aug. 1958, p.7) Appl. author: Doyle Dane Bernbach, Inc. © 25Jul58; KK136536.

If you can find a better bourbon, buy it. (In The Florida times-union, Nov. 7, 1958, p.4) Appl. author: Doyle Dane Bernbach, Inc. © 7Nov58; KK139078.

In the best places; straight Kentucky bourbon. Monsignore [match folder] (In Cue, June 28, 1958, p.44) Appl. author: Doyle Dane Bernbach, Inc. © 26Jun58; KK136016.

New gold cap is a cup, golden measure flask. (In The Sun, Baltimore, Aug. 6, 1958, p.21) Appl. author: Doyle Dane Bernbach, Inc. © 6Aug58; KK136721.

ANDERSEN, HOWARD P. d.b.a. ANDERSEN CO. SEE Andersen Co.

ANDERSEN SPECIALTY MANUFACTURING CORP. © Andy's handy waterless hand cleaner. 1 quart U. S. measure. NM: new design. © 8Sep58; KK138599.

ANDERSON, CLAYTON & CO., INC. ©

Try this quick-and-thrifty Golden Capri recipe; Golden Capri oil for salads, frying, baking. Golden Capri Chili-Roni skillet. (In Dallas morning news, Aug. 28, 1958, section 5, p.4) © 28Aug58; KK137373.

ANDERSON CO. ©

Anco; vision-control windshield wiper products. Form 04-0515. © 8Apr58; KK136161.

Anco dealers' Peep Hole; first edition. See what goes for you inside your industry. © 28May58; KK136165.

Anco I. O. U.; redeemable for one dollar. Form 04-0523. © 2Sep58; KK137843.

Anco windshield wiper blades and arms; replacement specifications for English and European vehicles. Form 04-0314; rev. 4-58. © 1May58; KK136162.

Check sheet; blade and arm replacements for wrap-around, curved and flat windshields on commercial vehicles. Anco. Form 04-0403; rev. 4-58. © 1May58; KK136163.

Dealer's Anco ... Soon Gone pack. Stock no.888. Contents: 12 pair red-dot turtleback blades and re-fills; highway visibility bureau confirmation card; \$20.85 gift certificate. © 21Jul58; KK137848.

Free \$20.85 retail value; Anco gift certificate, good for one Anco Piggy Back profit-plus pack. 1 Anco Tel-Tale indicator; 1 pr. Anco model DH anti wind-lift arms; 1 pr. Anco model SH anti wind-lift arms. Form 04-0519. © 14Jul58; KK137845.

How to install Anco Big Shot windshield washer. Volkswagen micro van and bus; Volkswagen passenger car. Form 04-0368A. © 15May58; KK136164.

May I ask? Do your wipers wind lift, slow you down? We test them quick and free. Mr. Dealer ... wear this handy pocket badge. Form 04-0517. © 2Jun58; KK136166.

Mr. Dealer: Here is your free Piggy Back B bonus pack. Anco Tel-Tale indicator; 2 pair of Anco red-dot anti wind-lift wiper arms. Model DH-ARM; model SH-ARM. Form 04-0525. © 16Aug58; KK137846.

Mr. Dealer: Here is your free Piggy Back profit-plus pack. 1 Anco Tel-Tale indicator; 2 pairs of Anco red dot anti wind-lift wiper arms. Model DH-ARM; model SH-ARM. Form 04-0522. © 28Jul58; KK137842.

Mr. Dealer: Now Anco offers you ... a new Soon Gone pack of fastest-moving Anco turtleback blades for non-flat windshields ... plus free ... Piggy Back profit-plus pack. Form 04-0520. © 14Jul58; KK137844.

Requisition for \$25.85 Piggy Back B -bonus pack; this ... for one Anco Piggy Back B bonus pack. Form 04-0524. © 7Aug58; KK137847.

See better with Anco windshield wiper blades and arms. © 18Aug58; KK137849.

Stretchable plastic Shower Song caps. 10 caps. Appl. states prev. pub. No.129363, 129190. NM: revision & additions. © Howard P. Andersen d.b.a. Andersen Co.; 5Sep58; KK137009.

ANGLE, PAUL M.

Works for which Paul M. Angle is the joint author SEE Kingsport Press, Inc.

ANHEUSER-BUSCH, INC. ©

Have a sandwich and snow cold Busch Bavarian; America's new taste in beer. Dutch treat [and 2 other recipes] (In Rockford morning star, Aug. 7, 1958, p.B-1) Appl. author: Josephine Walsh. © 7Aug58; KK137267.

Have a sandwich and snow-cold Busch Bavarian while you enjoy a weekend of Cardinal baseball on the air with Harry, Joe and Jack. America's new taste in beer. (In St. Louis post-dispatch, Aug. 6, 1958, p.10B) Appl. author: Josephine Walsh. © 6Aug58; KK137120.

Lift a snow-capped glass; Busch Bavarian beer. [Man carrying skis & standing by snow-covered lodge] (In St. Louis post-dispatch, Aug. 26, 1958, p.12C) Appl. author: Josephine Walsh. © 26Aug58; KK137218.

Lift a snow-capped glass; Busch Bavarian beer. [Man carrying skis, standing by snow-covered lodge] (In St. Louis post dispatch, May 28, 1958, p.8B) Appl. author: Josephine Walsh. © 28May58; KK135496.

ANIMAL FASHIONS, division of INLAND MANUFACTURING CO. SEE Inland Manufacturing Co.

ANSON (ART) INC. ©
Never before salt & pepper sets with so much human interest. Appl. author: Arthur H. Anson. © 5Aug58; KK137499.

A new line of Sympathetic Ear ash trays & planters. Appl. author: Arthur H. Anson. © 5Aug58; KK137498.

ANTENNA DESIGNS, INC. ©
ANDI; distributor price list. New special FM models. © 4Sep58; KK137135.

ANDI; TV, FM. Z-200 [and other] antennas. © 4Sep58; KK137134.

ANDI dealer price list. Effective Sept. 1, 1958. Model Sabre SX 400 [and other] models. © 25Sep58; KK137431.

Exclusive by ANDI; Twin Cities-Alexandria special. © 25Aug58; KK137133.

APON RECORD CO., INC. ©
Christmas carols. APL-2445. © 14Oct58; KK139236.

Christmas carols; Slovak and Czech. APL-2445. © 10Oct58; KK138503.

Czech modern dancing tunes. APL-2444. © 10Oct58; KK139591.

Dreams of golden Prague. APL-2433. © 26Aug58; KK138504.

Kde domov můj? APL-2440. © 15Sep58; KK139590.

Slovak folk songs and chardas. APL-2443. © 10Oct58; KK138894.

Slovak folk songs and chardas. APL-2443. © 14Oct58; KK139235.

U Svateho Antonieka. APL-2442. © 25Aug58; KK137856.

ARCH, C., H. ARNOLD, N. ARNOLD, M. M. LAPPE, M. LAPPE, R. LAPPE, D. LAPPE & GERALD KOERNER as trustee, a limited partnership t.a. NU NAILS. SEE Nu Nails.

ARENA (V.) & SONS, INC. ©
Conte Luna Twistetti, the modern spaghetti; twisted & cut to bite size. Net wt. 8 ozs. Appl. author: Peter Torrieri. © 27Sep56; KK137401.

ARIZONA BREWING CO., INC. ©
Brewed with crystal pure water; Lancers A-1 pilsner beer. [Bottle; snow-covered mountain] (In The Arizona republic-gazette, Phoenix, Ariz., Sept. 19, 1958, p.44) Appl. author: A. Culver Boyd. © 19Sep58; KK138717.

Brewed with crystal pure water; Lancers A-1 pilsner beer. [Bottle; snow-covered rocks by waterfall] (In The Arizona republic-gazette, Phoenix, Ariz., Oct. 7, 1958, p.30) Appl. author: A. Culver Boyd. © 7Oct58; KK138721.

Brewed with crystal pure water; Lancers A-1 pilsner beer. [Bottle; snow-covered rocks by waterfall] (In The Arizona republic-gazette, Phoenix, Ariz., Oct. 10, 1958, p.25) Appl. author: A. Culver Boyd. © 10Oct58; KK138722.

Brewed with crystal pure water; Lancers A-1 pilsner beer. [Can; snow-covered mountain] (In The Arizona republic-gazette, Phoenix, Ariz., Sept. 23, 1958, p.25) Appl. author: A. Culver Boyd. © 23Sep58; KK138718.

Brewed with crystal pure water; Lancers A-1 pilsner beer. [Can; snow-covered mountain] (In The Arizona republic-gazette, Phoenix, Ariz., Sept. 26, 1958, p.50) Appl. author: A. Culver Boyd. © 26Sep58; KK138719.

Brewed with crystal pure water; Lancers A-1 pilsner beer. [Can; snow-covered rocks by waterfall] (In The Arizona republic-gazette, Phoenix, Ariz., Oct. 3, 1958, p.50) Appl. author: A. Culver Boyd. © 3Oct58; KK138720.

ARMOUR & CO. ©
Aged with loving care, the better cheddar stamped Miss Wisconsin. (In Life, Jan. 14, 1957, p.14) Appl. author: N. W. Ayer & Son, Inc. © 10Jan57 (in notice: 1956); KK136498.

New Glad brings soft-water smoothness to your skin; creamy for your complexion, deodorant for your bath. (In Rockford morning star, Rockford, Ill., July 20, 1958, p.8) Appl. author: Charles B. Shank. © 20Jul58; KK138099.

Wonderful Dial soap; now in colors. (In Hotel bulletin, Oct. 1958, p.4 of cover) Appl. author: William R. Watson. © 15Oct58; KK138370.

ARMSTRONG RUBBER CO. ©
Armstrong tires; ounce of prevention grip can save your life. (In Life, June 30, 1958, p.4) © 26Jun58; KK135960.

ARNOLD, H., C. ARCH, N. ARNOLD, M. M. LAPPE, M. LAPPE, R. LAPPE, D. LAPPE & GERALD KOERNER as trustee, a limited partnership t.a. NU NAILS. SEE Nu Nails.

ARNOLD, N., C. ARCH, H. ARNOLD, M. M. LAPPE, M. LAPPE, R. LAPPE, D. LAPPE & GERALD KOERNER as trustee, a limited partnership t.a. NU NAILS. SEE Nu Nails.

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Barley donuts. Net wt. 10 ozs. © 20Oct58; KK138282.

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ART METAL CONSTRUCTION CO. ©
Arrange for today's needs, rearrange for tomorrow's with Art Metal modulators. (In Dun's review & modern industry, Sept. 1958, p.75) Appl. author: Comstock & Co. © 10Sep58; KK137453.

Art Metal furniture speaks for itself in the value-buyer's language. (In Office appliances, July 1958, p.87) Appl. author: Comstock & Co. © 23Jun58; KK135642.

Art Metal makes your job easier to manage with furniture designed around your personal working needs. (In The Office economist, July-Aug. 1958, p.16) Appl. author: Comstock & Co. © 1Jul58; KK136506.

Art Metal modulators, the rearrangeable work-stations and partitions that multiply your profits. (In Office appliances, Nov. 1958, p.81) Appl. author: Comstock & Co. © 23Oct58; KK138886.

Buyers want more benefits and Art Metal modulators have them all. (In Office appliances, Sept. 1958, p.91) Appl. author: Comstock & Co. © 23Aug58; KK137527.

Easy-to-install Art Metal partitions broaden the dealer's profit base. (In Office appliances, Oct. 1958, p.113) Appl. author: Comstock & Co. © 23Sep58; KK138070.

New modular bank counters; when requirements change, just rearrange. (In Banking, Sept. 1958, facing p.184) Appl. author: Comstock & Co. © 25Aug58; KK137376.

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Wild-life wit. Adv. 1-52. © 1Aug58; KK137593.

ARTMOORE CO. ©
Let Fulcrumatic cleaning action save time and money for you; your floors, walls, rugs come clean. The modern cleaning tool. Appl. author: Morrison-Greene-Seymour, Inc. © 15Apr58; KK137170.

ASHLEY DAIRY CO. ©
Thrift-Pak grade A, pasteurized, homogenized, vitamin D fortified milk. One half gallon liquid. Appl. author: Alec E. Borden. © 23Oct58; KK138327.

ASSOCIATED CONSULTING SERVICES, INC. ©
New payroll inserts. Appl. author: William Boyd Andrews. © 9Apr58; KK135777.

ASSOCIATES INVESTMENT CO. ©
Get cash for back-to-school and other fall expenses with Associates money magic. © 3Jul58; KK136034.

Get rid of 'em; banish bills with Associates money magic. © 25Aug58; KK136819.

You can do the trick; brighten your budget with Associates money magic. Autumn leaves. © 15Aug58; KK137343.

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Proven; successful; easy to use. Insurasale, the most effective system used to increase life insurance sales. Insurasale prospecting kit. © George Atkins d.b.a. Atkins Advertising Agency; 3Jul58; KK136228.

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He's giving it the roughest ride outside of a rodeo. Tires, batteries, accessories. (In The Saturday evening post, Sept. 6, 1958) Appl. author: McCann-Erickson, Inc. © 6Sep58; KK137520.

Master of a modern torture chamber. Tires, batteries, accessories. (In The Saturday evening post, June 7, 1958) Appl. author: McCann-Erickson, Inc. © 7Jun58; KK137563.

They fingerprint hundreds to get the one they want. Tires, batteries, accessories. (In The Saturday evening post, July 5, 1958, p.68-69) Appl. author: McCann-Erickson, Inc. © 5Jul58; KK137519.

They freeze 'em, fry 'em, then tear 'em apart. Tires, batteries, accessories. (In The Saturday evening post, Oct. 11, 1958, p.83) Appl. author: McCann-Erickson, Inc. © 11Oct58; KK138531.

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Al Hirt swingin' Dixie at Dan's pier 600 in New Orleans. AFSD 5877. © 15Sep58; KK138166.

Al Melgard at the Chicago Stadium organ. AFLP 1886. © 15Sep58; KK138149.

Al Melgard at the Chicago Stadium organ. AFSD 5886. © 15Sep58; KK138167.

Bagpipes and drums. 9th Regiment pipe band. AFSD 5857. © 15Sep58; KK138158.

Bawdy songs & backroom ballads, v.4. Oscar Brand. AFSD 5847. © 15Sep58; KK138154.

Beverly Kelly sings with the Pat Moran trio. AFLP 1874. © 15Sep58; KK138146.

Beverly Kelly sings with the Pat Moran trio. AFSD 5874. © 15Sep58; KK139135.

Bull ring; music of the bull fight ring. La fiesta brava, v.4. Banda Taurina. AFSD 5835. © 15Sep58; KK139132.

Cafe Italiano. Jo Basile, accordion and orchestra; Aldo Conti, tenor and chorus. AFLP 1893. © 8Dec58; KK139623.

Cafe Italiano. Jo Basile, accordion and orchestra; Aldo Conti, tenor and chorus. AFSD 5893. © 8Dec58; KK139622.

Cha, cha, cha, cha, cha, cha, v.3. Pedro Garcia and his Del Prado orchestra. AFSD 5837. © 15Sep58; KK139133.

Cinerama South Seas adventure; original sound track. AFLP 1899. © 8Dec58; KK139621.

Cinerama South Seas adventure; original sound track. AFSD 5899. © 8Dec58; KK139616.

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Circus time with the phenomenal Dukes of Dixieland, v.7. AFSD 5863. © 15Sep58; KK138163.

Concerto for trombone; Davis Shuman, trombonist. AFLP 1811. © 26Jul56; KK135449.

Electronic organ. Jack Anderson at the Baldwin organ. AFSD 5856. © 8Dec58; KK139619.

Giant Wurlitzer, Leon Berry, v.3. AFSD 5844. © 15Sep58; KK138153.

Grecian holiday. Glenti. Mike Sarkissian and his Cafe Bagdad ensemble. AFLP 1866. © 12May58; KK135684.

Jo Basile and his accordeon di Roma, v.2. AFLP 1871. © 15Sep58; KK138144.

Jo Basile and his accordeon di Roma, v.2. AFSD 5871. © 15Sep58; KK138164.

Johnny Puleo and his Harmonica Gang. AFSD 5830. © 15Sep58; KK138151.

Johnny Puleo and his Harmonica Gang, v.2. AFLP 1859. © 23Jun58; KK135422.

Johnny Puleo and his Harmonica Gang, v.2. AFSD 5859. © 15Sep58; KK138160.

Leon Berry giant Wurlitzer pipe organ, v.4. AFLP 1845. © 10Oct58; KK138271.

Leon Berry giant Wurlitzer pipe organ, v.4. AFSD 5845. © 10Oct58; KK138269.

Lionel plays drums, vibes, piano. Lionel Hampton and orchestra. AFSD 5849. © 15Sep58; KK138156.

The magic carpet; music of the Middle East, v.4. Mohammed El-Bakkar and his oriental ensemble. AFSD 5895. © 8Dec58; KK139620.

Mallet magic. Harry Breuer and his quintet. AFSD 5825. © 15Sep58; KK139131.

Mallet mischief. Harry Breuer and his quintet, v.2. AFSD 5882. © 15Sep58; KK139139.

Mallet mischief, v.2. Harry Breuer and his quintet. AFLP 1882. © 10Oct58; KK138273.

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Music of the African Arab, v.3. Mohammed El-Bakkar and his oriental ensemble. AFLP 1858. © 15Sep58; KK138143.

Music of the African Arab, v.3. Mohammed El-Bakkar and his oriental ensemble. AFSD 5858. © 15Sep58; KK138159.

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Old time bawdy sea shanties, v.5. Oscar Brand, guitar; Dave Sear, banjo. AFLP 1884. © 8Dec58; KK139615.

On campus with the phenomenal Dukes of Dixieland, v.8. AFLP 1891. © 15Sep58; KK138150.

On campus with the phenomenal Dukes of Dixieland, v.8. AFSD 5891. © 15Sep58; KK138168.

1, 2, 3; the perfect 4th component, Audio Fidelity records. AF. (In Audiocraft, Sept. 1958, p.4 of cover) © 18Aug58; KK136674.

Railroad sounds, steam and diesel. AFSD 5843. © 15Sep58; KK138152.

The Song of songs, a jazz interpretation. AFLP 1888. © 10Oct58; KK138275.

The song of songs, a jazz interpretation. AFSD 5888. © 15Sep58; KK139140.

Stereodisc demonstration record. AFSD 5885. © 15Sep58; KK139138.

Sultan of Bagdad. Mohammed El-Bakkar and his oriental ensemble. Music of the Middle East, v.2. AFSD 5834. © 15Sep58; KK139134.

Sutton Place South. Vardi string sextet. AFLP 1873. © 15Sep58; KK138145.

Sutton Place South. Vardi string sextet. AFSD 5873. © 15Sep58; KK138165.

Tango; music of Argentina. Pedro Garcia and his Del Prado orchestra. AFSD 5838. © 8Dec58; KK139617.

Tango Argentino. Atilio Stampone and his orquesta con bandoneon del tango. AFLP 1880. © 15Sep58; KK138148.

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This is Pat Moran. AFSD 5875. © 15Sep58; KK139136.

La zambra. Fernando Sirvent, guitar; Domingo Alvarado, cantao. AFSD 5848. © 15Sep58; KK138155.

Zonky. Buddy Charles; Ace Harris. AFLP 1876. © 15Sep58; KK138147.

Zonky. Buddy Charles; Ace Harris. AFSD 5876. © 15Sep58; KK139137.

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Lima beans and ham with sauce. Net wt. contents 15 ozs. © 12Sep57; KK136325.

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Mileage Minder [and 4 other products] (No.1 in a series) (In The Saturday evening post, Oct. 18, 1958, p.18) © 14Oct58; KK138025.

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Father Sydney MacEwan. Songs of Ireland and Scotland. Hi fidelity, 33-AV-108. © 1Dec58; KK139614.

Ireland, my homeland. Songs by Anne Greehy, with accompaniment by Jackie Roche. Hi Fidelity, 33-AV-107. © 15Aug58; KK137118.

Irish songs you love. Thomas O'Brien and Anne Greehy, with Jackie Roche and his orchestra. Hi Fidelity, 33-AV-105. © 1Jul58; KK135611.

Jackie Roche; Irish violin. A collection of traditional Irish dance music. Hi fidelity, 33-AV-106. © 8Nov58; KK139532.

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Avon's new beauty ideas for summer have you in mind. Hi-Light shampoo [and 4 other products] (In Seventeen, June 1958, p.47) Appl. author: Monroe F. Dreher, Inc. © 1Jun58; KK139422.

Gifts, cosmetics. Here's My Heart cologne mist [and other products] (In Good housekeeping, Nov. 1958, p.2 of cover) Appl. author: Monroe F. Dreher, Inc. © 1Nov58; KK139419.

New Avon ideas for a beautiful summer; cosmetics. Rich moisture suds [and other items] (In Good housekeeping, June 1958, p.33) Appl. author: Monroe F. Dreher, Inc. © 20May58; KK135974.

New, Cotillion and To a Wild Rose; Avon's popular fragrances, now in spray cologne. Persian Wood Mist; Here's My Heart. (In Parents' magazine, July 1958, p.19) Appl. author: Monroe F. Dreher, Inc. © 25Jun58; KK136442.

Top Style, Avon's new lipstick. [Girl in floor length evening dress] (In Ladies' home Journal, Sept. 1958, p.116) Appl. author: Monroe F. Dreher, Inc. © 1Sep58; KK139420.

Top Style, Avon's new lipstick. [Girl in short evening dress] (In Seventeen, Sept. 1958, p.50) Appl. author: Monroe F. Dreher, Inc. © 1Sep58; KK139421.

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B

BABCOCK MODELS, INC. ©
Radio control equipment, kits, models. The world's finest ... R/C equipment and authentic plane and boat kits. The Magic Wand transmitter [and other] equipment. Appl. author: Zepha Bogert. © 25Jun58; KK135497.

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Hey mom, hey pop, you've got a date. Safety chair; stroller-walker; play-crib. Appl. author: Keller-Crescent Agency. © 29Aug58; KK137132.

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Good cow milking in 18 words; Surge. (In Hoard's dairyman, Oct. 10, 1958, p.4 of cover) Appl. author: Bert S. Gittins Advertising, Inc. © 30Sep58; KK137809.
20 years of comfort, production and profit, or? Up to now, nobody has figured out a better and safer way to milk ... than with genuine, downward and forward Surge Tug & Pull. (In Hoard's dairyman, Aug. 10, 1958, p.4 of cover) Appl. author: Bert S. Gittins Advertising, Inc. © 30Jul58; KK136143.

BACHARACH INDUSTRIAL INSTRUMENT CO. ©
Service tools for General Motors trucks and coaches; tools used on hydraulic transmission models 90 & 91. Appl. author: W. S. Hill Co. © 12Sep58; KK137150.

BAIRD-ATOMIC, INC. ©
Atomic instrument systems. Catalog A-2. © 28Apr58 (in notice: 1957); KK135666.

BALDWIN (ANN) SALES CORP. ©
Ann Baldwin announces new 1957 model adjustable life-size dress form. (In Woman's home companion, Oct. 1956, p.11) © 24Sep56; KK139605.

BALDWIN-LIMA-HAMILTON CORP.
Madsen model 481 asphalt plants. Bulletin no.800-A. Appl. author: Alex Kostyzak. NM: revision & additions. © Madsen Works Construction Equipment Division, Baldwin-Lima-Hamilton Corp.; 1Apr58; KK136225.

BALE PIN CO. ©
Future nurses club sponsor. No.230 pin and guard set [and other items] NM: additions. © 3Nov58; KK138586.

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Get the canning lids that pass the pickle test; Ball dome lids. (In Household, Sept. 1958, p.48) Appl. author: Applegate Advertising Agency, Inc. © 20Aug58; KK137464.

Girls in the know put jam 'n' jelly in Ball half-pints. (In Seventeen, July 1958, p.84) Appl. author: Applegate Advertising Agency, Inc. © 1Jul58; KK135749.

Preserving an American tradition; the new Ball tapered jars and positive-sealing Ball dome lids. (In Souvenir of Knights Templar encampment of Knights Templar 1958, p.43) Appl. author: Applegate Advertising Agency, Inc. © 16Aug58; KK138265.

Protect that home-grown flavor; your home canning deserves Ball dome lids, cream-white enamel lining. (In Farm Journal, Aug. 1958, p.63) Appl. author: Applegate Advertising Agency, Inc. © 19Jul58; KK136257.

Protect that home-grown flavor; your home canning deserves Ball dome lids, cream-white enamel lining. (In Household, Aug. 1958, p.48) Appl. author: Applegate Advertising Agency, Inc. © 20Jul58; KK135794.

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Get ready for store name's 3 day thrift sale. © 5Jun58; KK136548.

Moonlight sale; 6 hour only. © 5Jun58; KK136549.

Store name's Christmas gift guide. © 10Oct58; KK137828.

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Don't expect a day's work for a day's pay on yesterday's machine tools. Precision lathes. (In Machinery, May 1958, p.77) Appl. author: John W. Glynn. © 1May58; KK136365.

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For your own valentine; Temples. The best orange grown. Appl. author: Blanche Barfield. © 24Sep58; KK138750.

Get a hump on; don't get left after May 31st. Squeeze and freeze your own Barfield orange juice. Appl. author: Blanche Barfield. © 24Sep58; KK138749.

Lue Gim Gong, the Valencia orange that rings the bell for Easter giving. Appl. author: Blanche Barfield. © 24Sep58; KK138748.

Zipper skinned favorites; juicy Temples, delicious Kings. Appl. author: Blanche Barfield. © 24Sep58; KK138751.

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Candle lighting and 3 year ... Jewish holiday calendar. Chocolates. © 18Aug58; KK136870.

Happy New Year. Assorted miniatures. Contains semi-sweet chocolate. One pound net. © 18Aug58; KK136869.

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The sweet book of life. © 18Aug58; KK136871.

The sweet book of lights. © 24Nov58; KK139489.

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LO Mount isolator; the new I44 Barry-mount isolator. Appl. author: Clarence W. Metcalf. © 11Sep58; KK139224.

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Americana; bonbonniere. Famous for continental chocolates. One pound net. © 27Oct58; KK138569.

Chanukah dredel game. Bonbonniere; famous for continental chocolates. 2 1/2 oz. net. © 25Nov58; KK139314.

Happy Chanukah. Bonbonniere; famous for continental chocolates. One pound net. © 25Nov58; KK139318.

Happy New Year. Bonbonniere. One pound net. © 2Sep58; KK137152.

Holiday pops; milk chocolate. Bonbonniere. 2 3/4 oz. net. © 15Nov58; KK139569.

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The Bar-Vic \$\$\$ profit-sharing plan for our faithful customers. Be smart, receive cash; fill this card quickly. Appl. author: Samuel Buchman. © 10Mar58; KK136841.

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Astro computer, Mark I. For the first time ... computer is available for the solution of the spherical triangle. © 25Jun58; KK136604.

BATORI COMPUTER CO., INC. ©
The new graphical Batori jet computer, type B-28 supersonic; mach no.2. © 10Oct58 (in notice: 1957); KK139350.

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Texas scratch pad. © Ozzie Baum d.b.a. Ozzie Baum Printing; 17May58; KK136874.

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America's first and finest genuine leather plaque awards. © 25Sep58; KK137992.

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Mr. Bel-aire says you should buy now and save. (In The Michigan chronicle, June 14, 1958, section 2, p.11) © 14Jun58; KK136326.

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BELL & HOWELL CO. ©
The news: the big swing to automation in cameras and projectors, the advanced designs of Bell & Howell photomation. The Explorer [and 3 other] cameras. (In U. S. camera, Dec. 1958, p.58-59) Appl. author: McCann-Erickson, Inc. © 30Oct58; KK138587.

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Cash to wrap up your holiday expenses. (In Beverly evening times, Beverly, Mass., Oct. 15, 1958, p.14)
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Instructions for making conduit bends that fit. © 25Apr58;
KK135632.

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Animal farm; squirrels ... all over McMullen's blouse and skirt. (In The New Yorker, Jan. 25, 1958, p.48) Appl. author: Johnstone, Inc. © 25Jan58; KK136255.

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Dandy denims; sturdy all cotton Bermuda shorts. (In The New Yorker, June 21, 1958, p.66) Appl. author: Johnstone, Inc. © 21Jun58; KK137230.

A holiday treat; our exclusive new slacks. (In The New Yorker, Nov. 16, 1957, p.80) Appl. author: Johnstone, Inc. © 16Nov57; KK137227.

Improve your score; for outdoor or spectator sports, our exclusive Moygashel linen Bermuda shorts. (In The New Yorker, Jan. 18, 1958, p.77) Appl. author: Johnstone, Inc. © 18Jan58; KK136254.

Morning, noon or night, our own good grey flannel slacks are right at any hour. (In The New Yorker, Feb. 1, 1958, p.65) Appl. author: Johnstone, Inc. © 1Feb58; KK136256.

Pleated Madras plaid; a wearable skirt. (In Town & country, June 1958, p.30) Appl. author: Johnstone, Inc. © 1Jun58; KK137231.

A pretty present; whether giving or receiving you'll love our flowery pure silk print blouse. (In The New Yorker, Nov. 30, 1957, p.108) Appl. author: Johnstone, Inc. © 30Nov57; KK136253.

Summer replacement; the indispensable sleeveless blouse. (In The New Yorker, May 10, 1958, p.110) Appl. author: Johnstone, Inc. © 10May58; KK137229.

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Naturally, I won't wear a thing unless it's from the Lilliputian Bazaar. © 6Jul58; KK135549.

Our exclusive fall '58 Shirtmakers; the Shirtmaker dress is the most practical, liveable dress in your entire collection. (In New York herald tribune, Sept. 7, 1958, p.5) © 7Sep58; KK137033.

Who is the British sportswear shop customer? Country Plaid step-weave [and 3 other] fabrics. (In New York herald tribune, Sept. 22, 1958, p.5) © 22Sep58; KK137345.

The world belongs to babies; Lilliputian Bazaar. French dress, wrapper and cap [and other items] (In New York herald tribune, Oct. 5, 1958, p.5) © 5Oct58; KK137682.

BEYER, JOHN H., owner G-B PRODUCTS CO.
SEE G-B Products Co.

BILCO CO. ©

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A frank talk about the rising cost of life preservers; your Blue Cross contract provides ... hospital care. (In The Cleveland press, Nov. 10, 1958, p.6) Appl. author: Jonathan F. Davis. © 10Nov58; KK138825.

Why the cost of life preserving has gone up. Your Blue Cross contract provides ... for payment of the cost of your hospital care. (In The Cleveland press, Nov. 24, 1958, p.11) Appl. author: Jonathan F. Davis. © 24Nov58; KK139316.

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You reach 527 times more buying dollars, per reader, in the big paperboard market. Fibre containers and paperboard mills. (In Industrial marketing, Nov. 1957, p.121) © 5Nov57; KK135348.

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Mermaid pool equipment. © Boardman Co., Mermaid Pool Equipment Division; 1Jul58; KK136554.

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Newest 35mm camera lets you shoot with both eyes open; just cover the pointer with this Magic Circle. Voigtlander Vitomatics. (In U. S. camera, Dec. 1958, p.47) Appl. author: Gourfain-Loeff, Inc. © 22Oct58; KK138477.

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Krystle-Kleen glass cleaner. 8 fl. oz. © Boling Laboratories of California, Ltd., Eva Rose Boling, sole owner; 6Sep56; KK135450.

BOMAC LABORATORIES, INC. ©

Attila attacks. Today, Bomac makes the finest microwave tubes and components. (Bomac looks at radar through the ages, no.7) (In Signal, Aug. 1958, p.4 of cover) © 5Aug58; KK137008.

The great dragon raid of 1405. Bomac makes the finest microwave tubes and components. (Bomac looks at radar through the ages, no.10) (In Electronics, business issue, Oct. 3, 1958, p.4 of cover) © 3Oct58; KK138191.

The knight who went to the devil. Bomac makes the finest microwave tubes and components. (Bomac looks at radar through the ages, no.8) (In Electronics, business ed., Aug. 8, 1958, p.4 of cover) © 8Aug58; KK137632.

Radar and the crusades. Bomac makes the finest microwave tubes and components. (Bomac looks at radar through the ages, no.9) (In Electronics, business issue, Sept. 5, 1958, p.4 of cover) © 5Sep58; KK138190.

While Nero fiddled. Bomac makes the finest microwave tubes and components. (Bomac looks at radar through the ages, no.6) (In Electronic week, May 26, 1958, p.28) © 26May58; KK135346.

BONNIE BILT, INC. ©

Bat Masterson gun & holster set; genuine tuff-hide poly holsters. © 1Aug58; KK136922.

BORDEN CO. ©

Borden's buttermilk is naturally cooling, says Elsie, the Borden cow. Orange buttermilk cooler. (In Ladies' home journal, July 1958, p.4) © 23Jun58; KK136882.

Cocoa imported from Holland gives it that wonderful chocolate flavor, says Elsie, the Borden cow. Dutch chocolate flavored drink. (In Good housekeeping, June 1958, p.36) © 20May58; KK136881.

Cook cool with Borden's cottage cheese, says Elsie, the Borden cow. Cottage cheese tuna salad. (In Ladies' home journal, Aug. 1958, p.113) © 21Jul58; KK136884.

Extra good because it's made with extra cream; Lady Borden buttered pecan ice cream. (In Look, Mar. 18, 1958) © 4Mar58; KK136880.

Extra-good because it's made with extra cream; Lady Borden Vienna strawberry. Ice cream. (In Life, May 6, 1957) © 2May57; KK139271.

New; mmm-mm, that real fresh potato taste with no peeling, boiling or mashing. Instant whipped potatoes. (In The Charleston gazette, Oct. 2, 1958, p.15) © 20Oct58; KK138472.

New; one taste and you'll never peel, boil or mash potatoes again; instant whipped potatoes. (In Toledo blade, Sept. 17, 1958, p.14) © Borden Foods Co. (in notice: Borden Co.); 17Sep58; KK137363.

New, instant Starlac, the heart of milk. Nonfat dry milk solids. Makes 12 quarts. Net wt. 2 lbs. 6 2/5 oz. © 31Mar56; KK137315.

None Such mince meat. Net wt. 9 oz. © 15Feb58 (in notice: 1957); KK135853.

Part of the secret is imported Dutch cocoa, says Elsie, the Borden cow. Dutch chocolate almond ice cream. (In Look, Oct. 28, 1958, p.18) © 14Oct58; KK138854.

Scoops and scoops of flavor come in Borden's half-gallons, says Elsie, the Borden cow. Ice cream. (In Life, Oct. 13, 1958) © 9Oct58; KK139270.

Starlac, leche en polvo sin grasa; se mezcla al instante. Se obtienen 5 litros aproximadamente. Peso neto 454 gramos. © 11Dec56; KK137502.

That's why more mothers give their children Borden's milk, said Elsie, the Borden cow. Homogenized vitamin D milk. (In The Saturday evening post, Sept. 13, 1958, p.22) © 9Sep58; KK137879.

You'll love being dessert-ed with Borden's new Golden Isle sherbet, says Elsie, the Borden cow. (In Look, June 24, 1958, p.59) © 10Jul58; KK136883.

BOTKINS GRAIN & FEED CO. ©
Proviso feeds are now climatized. (In The Ohio farmer, Sept. 6, 1958, p.34) © 6Sep58; KK138576.

BRADLEY (MILTON) CO. ©
Alfred Hitchcock presents Why. For ages 10 to adult. No.4845. © 1Mar58; KK135727.

Alphabet picture flash cards. Pre school thru grade 2. No.9502. © 1Mar58 (in notice: 1957); KK135728.

Animal lotto, for boys and girls. For ages 5 to 10. No.4818. © 1Mar58; KK135722.

Car travel game; entertains the children while you travel by plane, train or car. For ages 5 to 12. No.4825. Four games. © 1Mar58; KK135725.

Checkers, Acey-Ducey, Backgammon. For ages 5 to adult. No.4803. © 1Mar58; KK135716.

Chess, Checkers, Acey-Ducey, Backgammon. For ages 5 to adult. No.4802. © 1Mar58; KK135715.

Chessmen. No.4807. © 1Mar58; KK135717.

Cowboy lotto. For ages 5 to 10. No.4819. © 1Mar58; KK135723.

Fractions are fun; an educational game. For grades 2 thru 7. No.9504. © 1Mar58; KK135730.

Fun with numbers. For ages 5 to 12. No.4814. © 1Mar58; KK135721.

Games for adults. Rack-O, Hialeah [and 3 other] games. No.4813. © 1Mar58; KK135720.

Let's play Tag. For ages 8 to 12. No.4310-10. © 1Mar58; KK135714.

Link-Letters; make words and sentences. For grades 2 thru 5. No.9503. © 1Mar58; KK135729.

Monkeys Wild, the dizzy zoo game. For ages 6 to 12. No.4812. © 1Mar58; KK135719.

My first paint set. For ages 4 to 8. No.4823. Contains big plastic wipe-off paper, big brush. © 1Mar58; KK135724.

Picture-word lotto. Pre school through grade 4. No.9506. © 1Mar58; KK135732.

Pivot, a game of action. For ages 12 to adults. No.4826. © 1Mar58; KK135726.

Stagecoach; a fun game for 2, 3, or 4 players. For ages 5 to 12. No.4811. © 1Mar58; KK135718.

United States lotto. For grades 3 thru 7. No.9505. © 1Mar58; KK135731.

BRAD'S ENTERPRISES. ©

A new and amazing novelty sensation with universal appeal; Spalls. © 2Nov58; KK138535.

Spalls. Place 2 balls on coffee table, make a few passes over top with 3rd ball and watch them spin. © 2Nov58; KK138536.

BRADY (W. H.) CO. ©

Self sticking made-to-order hard hat emblems on Blue Streak dispenser cards; standard worker identification emblems. Product data sheet no.517-A. Appl. author: W. H. Brady, Jr. © 11Aug58; KK139529.

BRAKE DIVISION, ROCKWELL-STANDARD CORP.
SEE Rockwell-Standard Corp.

BRANCHELL CO. ©

Save over half; cup 'n saucer sale for one month only, made of beautiful, accident proof Melmac. Royale Color-Flyte dinnerware. (In Ladies' home journal, May 1957, p.184) © 30Apr57; KK139353.

BRECK (JOHN H.) INC. ©

Beautiful hair; a special beauty combination, creme rinse with shampoo. 8 oz. shampoo & 2 1/2 oz. creme rinse with jeweled seashell mirror. (In Ladies' home journal, Sept. 1958, p.4 of cover) © 25Aug58; KK136916.

Beautiful hair; Banish, dandruff treatment shampoo. © 14Aug58; KK136775.

Beautiful hair; Banish, dandruff treatment shampoo. Contents 4 fl. oz. © 14Aug58; KK136774.

Beautiful hair; Beautiful Wave II, for normal hair; lotion. Contents 4 fl. oz. © 10Jun58; KK138818.

Beautiful hair; Beautiful Wave II, for normal hair, with Lipicil curl conditioner. Contents 4 fl. oz. Breck Beautiful Wave II lotion. © 22Apr58; KK138638.

Beautiful hair; Beautiful Wave II, for over-porous, bleached and damaged hair; lotion. Contents 4 fl. oz. © 10Jun58; KK138815.

Beautiful hair; Beautiful Wave II, for resistant hair; lotion. Contents 4 fl. oz. © 10Jun58; KK138817.

Beautiful hair; Beautiful Wave II on-rod neutralizer. Contents 4 fl. oz. © 10Jun58; KK138816.

Beautiful hair; Beautiful Wave II, with Lipicil curl conditioner. Directions for use. © 6Aug58; KK138814.

Beautiful hair; Eliminate dandruff treatment shampoo. © 30Sep58; KK139294.

Beautiful hair; Enduring, instant wave for normal & resistant hair. Directions for use. © 26Aug58; KK139293.

Beautiful hair; Hair Set Mist. Trial offer. Net weight 2 oz. © 10Jun58; KK138813.

Beautiful hair; handbook of charm. Prepared by Scholastic Magazines. © 14May58; KK136174.

Beautiful hair; Serene, ten minute wave for normal and resistant hair. Directions for use. © 25Sep58; KK139292.

Beautiful hair; shampoo. Christmas greetings. Jeweled mirror with gold roses. (In Ladies' home journal, Dec. 1958, p.115) © 26Nov58; KK139151.

Beautiful hair; there are three Breck shampoos. Carolyn Hemingway, blond[e] no.126. (In Ladies' home journal, July 1958, p.98) © 23Jun58; KK135442.

Beautiful hair is healthy hair; Banish, dandruff treatment shampoo. Auburn haired girl with brush. (In Ladies' home journal, Nov. 1958, p.4 of cover) © 27Oct58; KK138478.

Hair set mist. Marie Kelly, blond[e] no.127. (In Ladies' home journal, Aug. 1958, p.32) © 29Jul58; KK136123.

K-15, silicone warp spray. Net weight 5 1/2 oz. © 13Jun58; KK138812.

Love Lace, cologne mist. 3.5 oz. av. © 30Dec57; KK138639.

BREWERS SCIENTIFIC LABORATORIES. ©
Drewry's is the brewery's best beer. Appl. author: A. L. Nugey. © 24Dec57; KK136236.

BRIDDELL (CHARLES D.) INC. ©
Carvel Hall gives you \$29.95; you get this Leisure stainless 16-piece service for four free. (In The Jewelers' circular-keystone, July 1957, p.106) Appl. author: Van Sant, Dugdale & Co., Inc. © 1Jul57; KK138811.

For business gifts, Carvel Hall ranks among the 10 best liked. Leisure tableware 5 pc. place setting [and 2 other sets] (In Fortune, Nov. 1958, p.166) Appl. author: Van Sant, Dugdale & Co., Inc. © 28Oct58; KK138648.

For business gifts, Carvel Hall ranks among the 10 best liked. Leisure tableware, 5 pc. place setting [and 2 other] sets. (In Sales management, Sept. 10, 1958, p.87) Appl. author: Van Sant, Dugdale & Co., Inc. © 10Sep58; KK137440.

BRIGHT STAR INDUSTRIES. ©
Flashlights for boating, hunting, fishing. Model 8118 [and other products] © 21Nov58; KK139313.

BRISTOL-MEYERS PRODUCTS DIVISION. ©
Have fun with a TV show. Educational toothbrushing kit. Regular size. Contains a multifine nylon brush and Ipana tooth paste. Appl. author: Sally Dickson Associates. © 10Oct58; KK138552.

BROMO-MINT CO. d.b.a. KENNER PRODUCTS CO. SEE Kenner Products Co.

BROWN (M. P.) INC. ©
Holiday letters build good will and good business. Folder D. Sentiment H-12, letterhead 220 [and other styles] © 1Jun58; KK138183.

BROWN (M. P.) INC. Cont'd.

Holiday letters build good will and good business. Folder E. Sentiment H-17, letterhead 222 [and other styles]. © 1Jun58; KK138182.

BROWN & WILLIAMSON TOBACCO CORP. ©

Do you think for yourself? Here's a test that will tell you. Viceroy. (In The Denver Clarion, Nov. 18, 1958, p.6) Appl. author: Ted Bates & Co., Inc. © 18Nov58; KK139342.

Do you think for yourself? See what this test tells you about yourself. Viceroy. (In Daily Pennsylvanian, Philadelphia, Oct. 21, 1958, p.4) Appl. author: Ted Bates & Co., Inc. © 21Oct58; KK138959.

Do you think for yourself? These questions will tell you. Viceroy. (In College news, Murray State College, Murray, Ky., Nov. 4, 1958, p.6) Appl. author: Ted Bates & Co., Inc. © 4Nov58; KK138957.

Do you think for yourself? This test will tell you. Viceroy. (In Columbia daily spectator, Columbia University, New York, Sept. 26, 1958, p.2) Appl. author: Ted Bates & Co., Inc. © 26Sep58; KK138456.

Do you think for yourself? To know more about yourself, answer these questions. Viceroy. (In The Wild cat, Chico State College, Chico, Calif., Oct. 10, 1958, p.3) Appl. author: Ted Bates & Co., Inc. © 10Oct58; KK138447.

Do you think for yourself? Viceroy. (In Daily spectator, Columbia University, New York, Sept. 18, 1958, p.7) Appl. author: Ted Bates & Co., Inc. © 18Sep58; KK137806.

Do you think for yourself? Viceroy. (In The Mountain echo, Mount Saint Mary's College, Emmitsburg, Md., Oct. 1, 1958, p.7) Appl. author: Ted Bates & Co., Inc. © 1Oct58; KK137913.

Kool Krossword, no.1. (In Duke chronicle, Durham, N. C., p.2) Appl. author: Ted Bates & Co., Inc. © 15Sep58; KK137798.

Kool Krossword, no.2. (In Daily Kansan, Lawrence, Kan., Sept. 24, 1958, p.3) Appl. author: Ted Bates & Co., Inc. © 24Sep58; KK137807.

Kool Krossword, no.3. (In The Daily Princetonian, Princeton University, Princeton, N. J., Sept. 29, 1958, p.3) Appl. author: Ted Bates & Co., Inc. © 29Sep58; KK137799.

Kool Krossword, no.4. (In Daily Princetonian, Princeton University, Princeton, N. J., Oct. 9, 1958, p.4) Appl. author: Ted Bates & Co., Inc. © 9Oct58; KK138449.

Kool Krossword, no.5. (In Daily campus, University of Connecticut, Storrs, Conn., Oct. 15, 1958, p.4) Appl. author: Ted Bates & Co., Inc. © 15Oct58; KK138448.

Kool Krossword, no.6. (In Daily campus, University of Connecticut, Storrs, Conn., Oct. 23, 1958, p.3) Appl. author: Ted Bates & Co., Inc. © 23Oct58; KK138588.

Kool Krossword, no.8. (In The Hoya, Georgetown University, Wash., D. C., Nov. 6, 1958, p.5) Appl. author: Ted Bates & Co., Inc. © 6Nov58; KK138960.

Kool Krossword, no.9. (In The Crimson, White University, Nov. 13, 1958, p.3) Appl. author: Ted Bates & Co., Inc. © 13Nov58; KK139026.

Kool Krossword, no.10. (In Crimson white, University of Alabama, Nov. 20, 1958, p.11) Appl. author: Ted Bates & Co., Inc. © 20Nov58; KK139552.

Kool Krossword, no.11. (In Denver clarion, University of Denver, Nov. 26, 1958, p.5) Appl. author: Ted Bates & Co., Inc. © 26Nov58; KK139553.

The man who thinks for himself knows only Viceroy has ... a smoking man's taste. (In Sunday news, New York, July 13, 1958, roto, p.22) Appl. author: Ted Bates & Co., Inc. © 13Jul58; KK135700.

The man who thinks for himself knows only Viceroy has a thinking man's filter. [Endorsed by] Edward L. Harris. (In Amsterdam news, New York, Oct. 4, 1958, p.6) Appl. author: Ted Bates & Co., Inc. © 4Oct58; KK137808.

The man who thinks for himself knows only Viceroy has a thinking man's filter. Industrialist. (In Life, Oct. 6, 1958, p.152) Appl. author: Ted Bates & Co., Inc. © 20Oct58; KK137797.

The man who thinks for himself knows only Viceroy has a thinking man's filter. Lawyer. (In Tobacco, Oct. 3, 1958, p.15) Appl. author: Ted Bates & Co., Inc. © 3Oct58; KK137914.

The man who thinks for himself knows only Viceroy has a thinking man's filter, a smoking man's taste. Architect. (In Life, Oct. 27, 1958, p.4 of cover) Appl. author: Ted Bates & Co., Inc. © 23Oct58; KK138455.

The man who thinks for himself knows only Viceroy has a thinking man's filter, a smoking man's taste. Automotive engineer. (In Life, Nov. 17, 1958, p.166) Appl. author: Ted Bates & Co., Inc. © 13Nov58; KK139554.

The man who thinks for himself knows only Viceroy has a thinking man's filter, a smoking man's taste. [Endorsed by] Leroy F. Florant. (In Ebony, Dec. 1958, p.46) Appl. author: Ted Bates & Co., Inc. © 18Nov58; KK139333.

The man who thinks for himself knows only Viceroy has a thinking man's filter, a smoking man's taste. (In New York news, Aug. 10, 1958, roto, p.10) Appl. author: Ted Bates & Co., Inc. © 10Aug58; KK136432.

The man who thinks for himself knows only Viceroy has a thinking man's filter, a smoking man's taste. (In Sunday news, New York, Sept. 7, 1958, roto, p.16) Appl. author: Ted Bates & Co., Inc. © 7Sep58; KK137196.

The man who thinks for himself knows only Viceroy has a thinking man's filter, a smoking man's taste. St. Lawrence Seaway engineer. (In The Saturday evening post, Dec. 6, 1958, p.62) Appl. author: Ted Bates & Co., Inc. © 2Dec58; KK139556.

The man who thinks for himself knows Viceroy gives you more of what you change to a filter for. (In TV guide, June 7, 1958, p.3 of cover) Appl. author: Ted Bates & Co., Inc. © 4Jun58; KK136233.

Mint Julep filter tip cigarettes. © 22Aug58; KK137164.

Switch from hots to snow fresh Kool, America's most refreshing cigarette. (In Life, Sept. 1, 1958, p.94) Appl. author: Ted Bates & Co., Inc. © 28Aug58; KK137217.

Switch from hots to snow fresh Kool, America's most refreshing cigarette. (In Life, Sept. 22, 1958, p.130) Appl. author: Ted Bates & Co., Inc. © 18Sep58; KK137805.

Switch from hots to snow fresh Kool, America's most refreshing cigarette. Regular & king size packs. (In Life, Oct. 13, 1958, p.136) Appl. author: Ted Bates & Co., Inc. © 9Oct58; KK138319.

We've put a speedometer on the stars; Viceroy. (In Army times, European ed., July 22, 1958, p.11) Appl. author: Ted Bates & Co., Inc. © 22Jul58; KK136009.

With the help of this tiny, sparkling filter, you can guide a rocket across half a world; Viceroy. (In Johns Hopkins University news letter, Baltimore, May 9, 1958, p.2) Appl. author: Ted Bates & Co., Inc. © 9May58; KK136232.

With this filter, if you were thirsty enough, you could drink the ocean dry; Viceroy. (In Army times, European ed., July 15, 1958, p.42) Appl. author: Ted Bates & Co., Inc. © 15Jul58; KK136008.

BROWN-FORMAN DISTILLERS CORP. ©

Bottled in bond, exclusively; the same fine Old Forester in its new 1958 decanter. (In Daily news, New York, Nov. 14, 1958, p.8) Appl. author: Erwin, Wasey, Ruthrauff & Ryan, Inc. © 14Nov58; KK139480.

Bottled in bond, exclusively; the same fine Old Forester in its new 1958 decanter. (In Northside news, Atlanta, Ga., Nov. 13, 1958, p.2) Appl. author: Erwin, Wasey, Ruthrauff & Ryan, Inc. © 13Nov58; KK139482.

The Browns from Kentucky bring this vital message to every retailer in America. There is and will be only one Old Forester. (In Illinois beverage journal, Sept. 1958, p.51) Appl. author: Erwin, Wasey, Ruthrauff & Ryan, Inc. © 10Sep58; KK137837.

Change to the whisky that never changes; there's only one Old Forester. (In Los Angeles times, Sept. 8, 1958, pt.1, p.21) Appl. author: Erwin, Wasey, Ruthrauff & Ryan, Inc. © 8Sep58; KK138999.

Distilled by us only; Old Forester, Kentucky straight bourbon whisky. (In The Wall Street journal, Sept. 10, 1958, p.19) Appl. author: Erwin, Wasey, Ruthrauff & Ryan, Inc. © 10Sep58; KK138996.

Don't just say bourbon, say Old Forester. (In New York daily news, June 3, 1958, p.55) Appl. author: Erwin, Wasey, Ruthrauff & Ryan, Inc. © 3Jun58; KK137443.

Insist on Old Forester, Kentucky straight bourbon whisky. (In The Wall Street journal, Sept. 10, 1958, p.4) Appl. author: Erwin, Wasey, Ruthrauff & Ryan, Inc. © 10Sep58; KK138995.

Look for the label; Old Forester Kentucky straight bourbon whisky. (In Courier journal, Louisville, Ky., Feb. 5, 1958, p.2) Appl. author: Erwin Wasey, Ruthrauff & Ryan, Inc. © 5Feb58; KK135904.

Look what you give when you give famous Old Forester. (In Philadelphia inquirer, Nov. 25, 1958, p.36) Appl. author: Erwin, Wasey, Ruthrauff & Ryan, Inc. © 25Nov58; KK139478.

Old Forester Kentucky straight bourbon whisky. (In Ledger dispatch, Norfolk, Va., Nov. 14, 1958, p.16) Appl. author: Erwin, Wasey, Ruthrauff & Ryan, Inc. © 14Nov58; KK139481.

Order with confidence; Old Forester, Kentucky straight bourbon whisky. (In The Wall Street Journal, Sept. 10, 1958, p.2) Appl. author: Erwin, Wasey, Ruthrauff & Ryan, Inc. © 10Sep58; KK138997.

Pour enjoyment into your summer; Old Forester, Kentucky straight bourbon whisky. (In Fortune, June 1958, p.32) Appl. author: Erwin Wasey, Ruthrauff & Ryan, Inc. © 27May58; KK136580.

Pour refreshment into your drinks; Old Forester, Kentucky straight bourbon whisky. (In Courier Journal, Louisville, Ky., May 3, 1958, p.2) Appl. author: Erwin Wasey, Ruthrauff & Ryan, Inc. © 3May58; KK136579.

The same fine Old Forester packaged in the holiday spirit. (In Life, Nov. 3, 1958, p.3 of cover) Appl. author: Erwin, Wasey, Ruthrauff & Ryan, Inc. © 30Oct58; KK139479.

These words on our label for 89 years promise enjoyment no other whisky can; Old Forester, Kentucky straight bourbon. (In Fortune, Sept. 1958, p.39) Appl. author: Erwin, Wasey, Ruthrauff & Ryan, Inc. © 26Aug58; KK138994.

We'll be looking for you at the new Ohio State liquor control board store at Great Western shopping center. Old Forester. (In Columbus dispatch, Columbus, Ohio, Aug. 27, 1958, p.6B) Appl. author: Erwin, Wasey, Ruthrauff & Ryan, Inc. © 27Aug58; KK137839.

BRUCE (E. L.) CO. ©
Block floors? Screeds? They're down to stay with Bruce floor mastics. Everbond Cold-Stik [and 3 other products] Appl. author: Claude T. Taylor. © 7Jul58; KK135637.

How to install finished and unfinished Bruce strip hardware floor. Appl. author: Claude T. Taylor. © 7Jul58; KK135638.

The pest picture; scientific pest control. Call Bruce-Terminix. Appl. author: Charles Rhew. © Bruce Terminix, division of E. L. Bruce Co.; 24Jun58; KK136765.

Self-polishing wax; now contains miracle Corobex. Keeps floors germ-proof between waxings. Net contents one U. S. quart. Appl. author: John Carlyle Fleming. NM: revision & additions. © 1Jul58; KK136728.

Some of the ways termites enter new homes; to be sure, insist on Bruce-Terminix insured protection. Appl. author: Charles Rhew. © 2Jul58; KK135543.

BRUCE TERMINIX, division of E. L. BRUCE CO. SEE Bruce (E. L.) Co.

BRYANT, FREDERICK W. ©
Match book container; bunk your book in a boot. © 17Sep58; KK137213.

BRYANT MANUFACTURING CO. ©
Hot news for Bryant dealers. Doctor of Heating campaign. Sales of furnaces, water heaters and other equipment mounting. Appl. author: Applegate Advertising Agency, Inc. © 1Jul58; KK135706.

BUELL, MARJORIE H. ©
Blythe, by Marge. Georgene Novelties, Inc. © 16Jun58; KK136171.

BUELL, MARJORIE HENDERSON. ©
Marge's Little Lulu magic rub-off pictures. Kleenex tissues. No.4717:100. 14 pictures to color, 6 rub-off crayons, Kleenex tissues. © 29Aug58; KK138112.

BULLARD (E. D.) CO. ©
Adjustable safety hat and cap suspension. Hard Boiled. Cat. no. ES-46. © 14Aug58; KK137832.
Neutralize, first aid against acid and alkali irritants. 8 fluid ounces. © 20Jun58; KK137126.
Power-Bloc, adjustable safety hat and cap suspension. Hard Boiled. Cat. no.70 AL-28. © 14Aug58; KK137831.

BULLDOG ELECTRIC PRODUCTS CO., division of I-T-E CIRCUIT BREAKER CO. SEE I-T-E Circuit Breaker Co.

BURGESS VIBROCRRAFTERS, INC. ©
New, electric knife sharpener; magic action drink mixer; electric can openers. © 20Jun58; KK135648.

BURLINGTON HOSIERY CO., a member of BURLINGTON INDUSTRIES. SEE Burlington Industries.

BURLINGTON INDUSTRIES.
Sheer glamour that doesn't run away; Bur-Mil Cameo Dubbelife sheer twin-thread stockings. (In Harper's bazaar, Apr. 1957, p.83) © Burlington Hosiery Co., a member of Burlington Industries; 1Apr57; KK135963.

BURNHAM CORP. ©
Bench specifications. Section B; sheet 11A. Adv. 244; 6/58. NM: "new art work." © 26Jun58; KK139156.

Door frame installation Orlyt 14. Adv. 259; 6/58. © 26Jun58; KK139165.

Greenhouse cooler installation instructions. Adv. 253; 4/58. © 24Apr58; KK139154.

Instructions for cooler-equipped climate-controlled Sunlyt. Adv. 250B; 10/58. Sheet 3. © 13Oct58; KK139209.

Instructions for installing partitions; Orlyt greenhouses. Adv.-245; 2/18/58. © 20Feb58; KK139160.

Instructions for setting up your aluminum Orlyt 14. Sheet 2 of 3. Adv. 195B; rev. 6/58. © 30Jun58; KK139164.

Instructions for setting up your Orlyt lean-to 7. Adv. 255; 5/58. © 14May58; KK139159.

Instructions for setting up your Orlyt lean-to 7. Adv. 255; 5/58. © 14May58; KK139207.

Instructions for setting up your Orlyt 9 lean-to greenhouse. Adv. 261; 7/58. © 6Aug58; KK139213.

Instructions for setting up your Orlyt 98 lean-to greenhouse. Adv. 254; 5/58. © 20May58; KK139211.

Instructions for setting up your Sunlyt aluminum greenhouse. Adv. 250; 4/58. Sheet 1. © 7Apr58; KK139210.

Instructions for setting up your Sunlyt aluminum greenhouse; ventilation and heater instructions. Adv. 250; 4/58; rev. 7/58. © 6Aug58; KK139162.

Jalousie assembly and installation; automatic jalousie installation. Adv. 258; 6/58. © 20Oct58; KK139161.

No one listens when you blow your own horn, so hear what other people have to say about sensational L & B aluminum barcaps. Adv. 260-8. © 6Aug58; KK139212.

Orlyt 98 greenhouse door frame detail; out-swinging door. Adv. 249; 3/58. NM: revision. © 22Apr58; KK139344.

Orlyt 98 greenhouse door frame detail; out-swinging door. Adv. 249; 4/58. © 1Apr58; KK139208.

Orlyt 7, greenhouse door frame detail; out-swinging door. Adv. 248; 3/58. © 1Apr58; KK139163.

Setting up the benches. Adv. 256; 5/58. © 22May58; KK139157.

Using your present vent apparatus to install Powervent automatic ventilation. Adv. 125-1 5/8. © 14May58; KK139155.

Vertical section curved eave alum. Orlyt lean-to 9. CE-LT 9. Aug. 1, 1956; rev. 5/58. NM: revision. © 14May58; KK139158.

BUTH DAIRY CO. ©
Vanilla ice cream. One half gallon liquid. © 11Sep58; KK138838.

BUTLER PAPER PRODUCTS CO. ©
Keller's lightly salted, sweet cream butter. One pound net. © 1Jun58 (in notice: 1957); KK135936.

BUTTON, DONALD G. ©
Inside success. Standards Institute of America. © 4Dec58; KK139317.

BUXTON, INC. ©
The English Morocco set by Lord Buxton. A gentleman just can't get enough ... not only because it is the most proper leather for billfolds ... but also the longest wearing. (In Ladies' home journal, Dec. 1958, p.78) Appl. author: Doyle Dane Bernbach, Inc. © 25Nov58; KK139533.

The English Morocco set by Lord Buxton. Next to an Englishman's heart ... find a billfold. (In Life, Dec. 1, 1958, p.11) Appl. author: Doyle Dane Bernbach, Inc. © 27Nov58; KK139534.

For the man of affairs: a set of matched accessories. The International set by Lord Buxton. (In Life, Oct. 6, 1958, p.19) Appl. author: Doyle Dane Bernbach, Inc. © 20Oct58; KK138340.

A girl just can't get, or give, enough Sparklers; tell him ... what you want are the Sparklers, those wonderful leather accessories by Lady Buxton. (In Seventeen, Aug. 1958, p.4 of cover) Appl. author: Doyle Dane Bernbach, Inc. © 1Aug58; KK136535.

No overlap to bulge, it closes flush and flat; the new Thin-Fold by Lord Buxton. (In Life, Nov. 17, 1958, p.65) Appl. author: Doyle Dane Bernbach, Inc. © 13Nov58; KK139077.

Press the button and it flips its lid; the new push button Key-Tainer. (In Life, Nov. 3, 1958, p.121) Appl. author: Doyle Dane Bernbach, Inc. © 29Oct58; KK139076.

The Ranch Wagon set by Lady Buxton. Thin-Fold billfold [and 5 other accessories] (In Ladies' home journal, Nov. 1958, p.132) Appl. author: Doyle Dane Bernbach, Inc. © 28Oct58; KK138686.

BUXTON, INC. Cont'd.

We've fashioned a sleek new look of slimmness in the billfold that holds so much; the new Thin-Fold by Lady Buxton. (In Ladies' home journal, Oct. 1958, p.19) Appl. author: Doyle Dane Bernbach, Inc. © 30Sep58; KK138341.

C

CBS TELEVISION, a division of COLUMBIA BROADCASTING SYSTEM, INC. SEE Columbia Broadcasting System, Inc.

CBS TELEVISION FILM SALES, INC. ©

Post Sugar Crisp brand sugar-coated puffed wheat, by General Foods Corp. Mighty Mouse Make A Face; get this new TV game. 9 oz. net weight. © 25Mar58; KK137399.

Post Treat-Pak, mfg. by General Foods Corp. Mighty Mouse Make A Face; get this new TV game. 5 ounces net weight. © 25Mar58; KK137398.

Terrytoons TV slate; creative activity toy. Mighty wonder wand; use over and over again. No.3028. Appl. author: Lowe, Inc. © Terrytoons, a division of CBS Television Film Sales, Inc.; 1Apr58; KK135876.

CADMAN CO. ©

Caddy no-rub aluminum-chrome cleaner. Net contents 15 oz. © 5May58; KK137010.

CAHILL, JAMES J. & MABLE R. CAHILL d.b.a. CAHILL DESERT PRODUCTS CO. SEE Cahill Desert Products Co.

CAHILL, MABLE R. & JAMES J. CAHILL d.b.a. CAHILL DESERT PRODUCTS CO. SEE Cahill Desert Products Co.

CAHILL DESERT PRODUCTS CO.

Date conserve. 10 1/2 oz. net wt. © James J. Cahill & Mable R. Cahill d.b.a. Cahill Desert Products Co.; 17Nov58; KK139214.

Pomegranate jelly. 10 1/2 oz. net. © James J. Cahill & Mable R. Cahill d.b.a. Cahill Desert Products Co.; 17Nov58; KK139216.

Prickly pear jelly. 10 1/2 oz. net. © James J. Cahill & Mable R. Cahill d.b.a. Cahill Desert Products Co.; 17Nov58; KK139215.

Wild orange marmalade. 10 1/2 oz. net. © James J. Cahill & Mable R. Cahill d.b.a. Cahill Desert Products Co.; 17Nov58; KK139217.

CALAVERAS CEMENT CO. ©

A tour of the Calaveras Cement Company plant, San Andreas, California. © 10Jun58; KK136936.

CALAVO GROWERS OF CALIFORNIA. ©

Apricot flavor Fruitlets; a delicious, healthful confection. Net weight 8 oz. Appl. author: Container Corp. © 15Sep58; KK138355.

Cherry flavor Fruitlets; a delicious, healthful confection. Net weight 8 oz. Appl. author: Container Corp. © 15Sep58; KK138358.

Chunklets, a delicious chocolate date confection. Net weight 10 1/2 ozs. Appl. author: Container Corp. © 9Sep58; KK138356.

Raspberry flavor Fruitlets; a delicious, healthful confection. Net weight 8 oz. Appl. author: Container Corp. © 15Sep58; KK138357.

CALIFORNIA LONG WHITE POTATO ADVISORY BOARD. ©

Here's your 58'er profitater California long white potato promotion. (In The Packer, Apr. 19, 1958, p.13) Appl. author: Richmond Fowler. © 19Apr58; KK135859.

I'm so fresh; fresh crop here now. (In The Van Nuys news, May 8, 1958, p.34-C) Appl. author: Richmond Fowler. © 8May58; KK135858.

CAMPUS WORLD, INC. ©

The Campus library; recorded and duplicated with Ampex equipment. American history, v.1, by Russell L. Caldwell. (History series) © 15May58; KK136018.

CANDY PAK CORP. ©

Charnpak for the creative child; for fun and party favors, make-it-up jewelry kit. Ages 6-13. © 16Oct58; KK138268.

Introducing a new concept in children's do-it-yourself jewelry kits; Charnpak. © 16Oct58; KK138267.

CANVAS PRODUCTS ASSN. INTERNATIONAL. ©

Commercial fabric sunshading equipment. © 2Jun58; KK135866.

What has she got that you could have, too? It's canvas awnings that will slash her air-conditioning costs by 75%. © 11May58; KK135907.

CANVILLE, PHILIP L. ©

Trioxons. These collar tips, Trioxons, in solid gold, with his personal adornment. © 12Sep58; KK138320.

CANVILLE, PHILIP L. & DOUGLAS LE TENDRE

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CAPITOL PRODUCTS CORP.

Readco compact automation by Read Standard; the newest ideas in automatic bakery equipment. (In Bakers weekly, Aug. 25, 1958, p.45-52) Appl. author: Ralph H. Torrey. © Read Standard, division of Capitol Products Corp.; 25Aug58; KK137410.

CAPITOL RECORDS, INC. ©

Beethoven overtures. Rudolf Kempe conducting the Berlin Philharmonic Orchestra. EMI G7140. © 17Nov58; KK139411.

Beethoven: Sonata no.9 in A major, op. 47, Kreutzer; Sonata no.8 in G major, op. 30, no.3. Nathan Milstein, violin; Artur Balsam, piano. PAO 8430. © 31Mar58; KK138939.

La belle France. Carmen Dragon conducting the Capitol Symphony Orchestra. PAO 8427. © 31Mar58; KK138940.

Berlioz symphonie fantastique. Sir Thomas Beecham ... conducting the Orchestre National de la radio-diffusion francaise. EMI G7102. © 18Aug58; KK139408.

Rimsky-Korsakov suite from Le Coq d'or; Prokofiev suite from Love for three oranges. William Steinberg conducting the Pittsburgh Symphony Orchestra. P8445. © 3Nov58; KK139410.

Sonatas: Chopin, B flat minor, op. 35; Liszt, B minor. Leonard Pennario, piano. P8457. © 3Nov58; KK139409.

CARDIFF-HALL ELECTRONICS, INC. ©

New, for the first time in history, a portable transistor radio for only \$7.95. PP-T transistor. © 20Jun58; KK136818.

CARGILL, INC. ©

Announcing Cargill P.I. corn, an entirely new approach in hybrid corn breeding for bumper-crop yields. (In The Farmer, Aug. 3, 1957, p.30-31) © 3Aug57; KK138140.

CARNATION CO. ©

New, heavenly rice pudding; the secret is Carnation, the milk that whips. Evaporated milk. (In Life, Sept. 22, 1958, p.17) Appl. author: A. Culver Boyd, Jr. © 22Sep58; KK137402.

Stays juicy, never crumbles when you cook ground beef with better-blending Carnation; evaporated milk. Bunburgers. (In Life, Aug. 18, 1958, p.37) Appl. author: A. Culver Boyd, Jr. © 15Aug58; KK136670.

CARPENTER BAKING CO., INC. ©

Mrs. Carpenter's oatmeal bread; family recipe. 1 lb. Appl. author: Guy W. Burns. © 10Oct58; KK138335.

CARPENTER STEEL CO. ©

The Carpenter method of identifying stainless steels. Appl. author: Samuel E. Tyson. © 11Jul58; KK135753.

CARROM INDUSTRIES, INC. ©

Toss-Up. Official rules. Appl. author: William J. Mueckler. © 23Jun58; KK135769.

CARTER OIL CO. ©

The history of cattle brands and how to read them. Extra gasoline with Vitane; Uniflo motor oil. Appl. author: McCann-Erickson, Inc. NM: revision. © 13Jan58 (in notice: 1957); KK139327.

CARTER'S INK CO. ©

Easiest selling because proved best; hi-fashion stamp pads, hi-fidelity inks. (In Geyer's dealer topics, July 1958, p.48) Appl. author: Hoag & Provandie, Inc. © 1Jul58; KK136193.

For teacher from Carter's; new large size Marks-A-Lot. (In Grade teacher, Dec. 1958, p.71) Appl. author: Hoag & Provandie, Inc. © 3Nov58; KK139366.

I go for Carter's carbon papers. (In Life, Sept. 22, 1958, p.114) Appl. author: Hoag & Provandie, Inc. © 18Sep58; KK137380.

I go for Carter's ink eradicators. (In Life, Dec. 22, 1958, p.32) Appl. author: Hoag & Provandie, Inc. © 18Dec58; KK139627.

I go for Carter's new jewel-tone inks. (In Life, Nov. 24, 1958, p.131) Appl. author: Hoag & Provandie, Inc. © 20Nov58; KK139197.

I go for Carter's new Marks-A-Lot. (In Life, Oct. 20, 1958, p.104) Appl. author: Hoag & Provandie, Inc. © 16Oct58; KK138261.

I go for Carter's new stamp pads. (In Life, Oct. 6, 1958, p.60) Appl. author: Hoag & Provandie, Inc. © 20Oct58; KK138023.

I go for Carter's Nu-Glu. (In Life, Sept. 8, 1958, p.116) Appl. author: Hoag & Provandie, Inc. © 4Sep58; KK137262.

I go for Carter's 7 special inks. (In Life, Nov. 3, 1958, p.128) Appl. author: Hoag & Provandie, Inc. © 30Oct58; KK138533.

I go for Carter's typewriter ribbons. (In Life, Dec. 8, 1958, p.22) Appl. author: Hoag & Provandie, Inc. © 4Dec58; KK139475.

- New, biggest marking value; Marks-A-Lot, marker with felt tip. 1001 family uses on anything. (In Life, Aug. 4, 1958, p.82) Appl. author: Hoag & Provandie, Inc. © 31Jul58; KK136520.
- Now, extra-long marking mileage; new large size Marks-A-Lot. (In Shipping management, Nov. 1958, p.65) Appl. author: Hoag & Provandie, Inc. © 20Oct58; KK138982.
- Now, profit-packed in blister packs; new carded specialties. White ink [and 6 other products] (In Geyer's dealer topics, Oct. 1958, p.134) Appl. author: Hoag & Provandie, Inc. © 25Oct58; KK139046.
- Silver award winner, Stationery Division, 22nd Annual Packaging Competition, September 1958. Blister line specialty inks & eradicator. (In Variety store merchandiser, Nov. 1958, p.32b) Appl. author: Hoag & Provandie, Inc. © 1Nov58; KK139195.
- CASTELL, A. W. FABER. SEE Faber-Castell, A. W.
- CASTRO CONVERTIBLE CORP. ©
4th time in 26 years; greatest inventory sale. America's top name in convertible furniture. (In New York herald tribune, Apr. 21, 1957) © 21Apr57; KK137557.
- CATAMOUNT STUDIO.
Dek-A-Kake, Christmas cake stencils. 2. © Harold G. Edgar & Hortense S. Edgar d.b.a. Catamount Studio; 22Oct58; KK138885.
- CATANZARO, ALFRED d.b.a. KLEENMASTER PRODUCTS CO. SEE Kleenmaster Products Co.
- CE-BET TOY CO. ©
Amazing Aloha hoop; unlimbers hips. Appl. author: Cecil O. Locklear. © 18Sep58; KK137630.
- CELLULAR PRODUCTS CO. ©
Aerofill, lightweight thermal insulating aerated concrete. NM: additions & revision. © 12Nov58; KK138949.
- CERTIFIED PROF. PROD. LAB.
Derma-Sander; new way to smooth callouses, rough skin, thick nails, in seconds. © Certified Prof. Prod. Lab., L. R. Pritikin, sole owner; 18Jul58; KK136342.
- CHALLENGER LOCK CO., INC. ©
Stop, do not destroy this tag until lock is installed and keyway position is checked. (Instruction tag) Form no.900-4PX-7-58. © 21Jul58; KK138323.
- Stop, do not destroy this tag until lock is installed and keyway position is checked. 971, 980 & 981. (Instruction tag) Form no. 900-5PX-10-58. © 22Oct58; KK138324.
- Stop, do not destroy this tag until lock is installed and keyway position is checked. 982 instruction. (Instruction tag) Form no. 900-6PX-10-58. © 22Oct58; KK138325.
- CHAMPION PAPER & FIBRE CO. ©
Falcon enamel. (In Lithographers' journal, June 1958, between p.32-33) © 5Jun58; KK135533.
- For the finest reproduction; Kromekote brand cast coated papers. (No.39 in a series of textural studies) (In Lithographers' journal, July 1958, between p.40-41) NM: col. photo. © 5Jul58; KK135835.
- For the finest reproduction; Kromekote brand cast coated papers. (No.40 in a series of textural studies) (In Lithographers' journal, Sept. 1958, following p.40) NM: col. photo. © 5Sep58; KK137430.
- For the finest reproduction; Kromekote brand cast coated papers. (No.41 in a series of textural studies) (In Lithographers' journal, Nov. 1958, p.32A) NM: col. photo. © 5Nov58; KK139227.
- Javelin coated offset. Revolver being withdrawn from holster in successive stages. (In Lithographers' journal, Oct. 1958, following p.40) NM: illus. © 5Oct58; KK138509.
- Templar coated offset. Human eye. (In Lithographers' journal, Aug. 1958, between p.40-41) © 5Aug58; KK136542.
- CHANEL, INC. ©
Chanel for the younger set. They know Chanel is a ... classic fragrance. (In Beauty fashion, July 1958, p.44-45) Appl. author: Norman, Craig & Kummel, Inc. © 10Jul58; KK137496.
- When everything you knit is made to measure for him, you're ready for Chanel, the most treasured name in perfume. No.5. (In Seventeen, Oct. 1958, p.5) Appl. author: Norman, Craig & Kummel, Inc. © 1Nov58; KK138780.
- When you can speak to each other without a single word, you're ready for Chanel, the most treasured name in perfume; no.5. (In Seventeen, Sept. 1958, p.5) Appl. author: Norman, Craig & Kummel, Inc. © 1Sep58; KK137905.
- When you roll back the rug and dance on air, you're ready for Chanel, the most treasured name in perfume. No.5. (In Seventeen, Nov. 1958, p.5) Appl. author: Norman, Craig & Kummel, Inc. © 1Nov58; KK138781.
- When you'd rather lose than win, you're ready for Chanel, the most treasured name in perfume. No.5. (In Seventeen) Appl. author: Norman, Craig & Kummel, Inc. © 1Jul58; KK135548.
- When you'd rather share a box lunch than a box at the opera, you're ready for Chanel, the most treasured name in perfume; No.5. (In Seventeen, Aug. 1958, p.5) Appl. author: Norman, Craig & Kummel, Inc. © 1Aug58; KK136733.
- CHARMIN PAPER PRODUCTS CO. ©
Evergreen Colony Club 2 ply facial quality dinner napkins. No.15C. 150 napkins. © 27May58; KK137219.
- CHEMEX CORP. ©
Chemex-bonded filterpaper. By Peter Schlumbohm. Chemex, the pharmacological coffeemaker [and other products] © 29May58; KK135544.
- Filterjet fan; rotating filterpaper-discs jet the air. 21" model K tumbler; 12" model W Beamaster. By Peter Schlumbohm. © 15Jul58; KK135800.
- For the joy of living and the joy of giving, Chemex products for the chemist's kitchen. By Peter Schlumbohm. Float-Flask, Fahrenheit [and other products] © 14Jul58; KK135807.
- Instant ice; throw-away bottle refrigerator. By Peter Schlumbohm. © 12Aug58; KK136509.
- CHEMICAL PRODUCTS CO. ©
Brewer's roach powder. Net weight 8 oz. Appl. author: T. H. Brewer. © 13May58; KK135441.
- CHEMICALS DIVISION, SCHULTZ CO. SEE Schultz Co.
- CHESTER-KENT, INC. ©
Hazilbert filbert nut butter. Hazilbert recipes. Appl. author: Carl Weschcke. © 31Mar58; KK136012.
- CHETLEY PRODUCTS, INC. ©
Solitaire; the gem of card table covers. Style B-300. Appl. author: Louis L. Adolf. © 29Apr58; KK135823.
- CHICAGO CENTRAL AREA COMMITTEE. ©
Putting the question. Do you fully appreciate the importance and the advantages of your ... location? © 30Jun58; KK137233.
- CHICAGO DIETETIC SUPPLY HOUSE, INC. ©
Cellu quality dietetic products for low calorie & sugar & starch restricted diets. Appl. author: Rose Straka Fowler. © 29May58; KK135431.
- CHIP STEAK CO. OF BUFFALO.
4 Salisbury steaks. 8 oz. net. Appl. author: Adam F. Eby. © Chip Steak Co. of Buffalo, George Harry, owner; 16Oct58; KK138670.
- CHRISTIAN, JOHN F. ©
Fire-suited man and flame. © 30Jul58; KK137459.
- CHRISTIANS (H. C.) CO. ©
Pace oleomargarine. Net wt. four ounces. © 4Sep58; KK139593.
- The world's finest tasting margarine, Pace. 4 yellow quarters. Appl. author: Paul Kamman. © 5Sep58; KK137531.
- CHRISTOFFER, DONALD F. ©
Strong, high quality, light weight dog leashes. © 15Jul58; KK135941.
- CIRCUS FOODS, INC. ©
Mixed nuts; snack pak. Net wt. 13 oz. Appl. author: Edward H. Jenanyan. © 10Oct57; KK136951.
- Select, jumbo peanuts. Net wt. 13 oz. Appl. author: Edward H. Jenanyan. © 10Oct57; KK136998.
- Select, large Spanish peanuts. Net wt. 13 oz. Appl. author: Edward H. Jenanyan. © 10Oct57; KK136996.
- Select, whole cashews. Net wt. 13 oz. Appl. author: Edward H. Jenanyan. © 10Oct57; KK136997.
- CLAFF (M. B.) & SONS, INC. ©
Leggero originals. © 28Apr58; KK138453.
- Nip-Moc Injuns, hand lasted; custom crafted. © 5May55; KK136140.
- Peter Piper. © 27Jun57; KK137404.
- CLAIROL, INC. ©
Ask the Clairol experts. To help solve your hair coloring problems, we at Clairol are instituting this ... department. (In Beauty trade magazine, Sept. 1958, p.5) Appl. author: Foote, Cone & Belding. © 1Sep58; KK139014.
- Ask the Clairol experts. To help solve your haircoloring problems, we at Clairol have instituted this ... department. Lucien White [and 3 other] experts. (In Beauty trade, Oct. 1958, p.3) Appl. author: Foote, Cone & Belding. © 10Oct58; KK139444.

CLAIROL, INC. Cont'd.

Christmas greetings from Clairol. (In American hairdresser, Dec. 1958, p.6-7) Appl. author: Foote, Cone & Belding. © 20Nov58; KK139445.

Clairol's how to do better haircoloring is the finest training aid ever given us by any company ... says Ivan C. Dunlap. Clairol, world leader in hair cosmetics. [Endorsed by] Dorothea Zimmer. (In National beauty school journal, Aug. 1958, p.2) Appl. author: Foote, Cone & Belding. © 1Aug58; KK139176.

Does she, or doesn't she? Adds exciting color. Miss Clairol Hair Color Bath. [Girl & little boy lying on] beach. Appl. author: Foote, Cone & Belding. NM: new illus. © 23Jul58; KK136625.

Does she, or doesn't she? It's a pleasure to look at her. Miss Clairol Hair Color Bath. [Little boy & girl lying on] beach. (In Life, July 7, 1958, p.11) Appl. author: Foote, Cone & Belding. © 3Jul58; KK136639.

Does she, or doesn't she? Miss Clairol Hair Color Bath. [Boy] football [player kissing nose of girl wearing chrysanthemum] (In Life, Sept. 29, 1958, p.11) Appl. author: Foote, Cone & Belding. © 25Sep58; KK138864.

Does she, or doesn't she? Miss Clairol Hair Color Bath. [Boy showing] flower petal [to woman] (In Life, May 12, 1958, p.96) Appl. author: Foote, Cone & Belding. © 8May58; KK135465.

Does she, or doesn't she? Miss Clairol Hair Color Bath. [Boy's head resting on shoulder of woman wearing] black glove. Appl. author: Foote, Cone & Belding. NM: new illus. © 13Dec57; KK136626.

Does she, or doesn't she? Miss Clairol Hair Color Bath. [Little boy hugging] Anne St. Marie. Appl. author: Foote, Cone & Belding. © 15Aug57; KK136629.

Does she, or doesn't she? Miss Clairol Hair Color Bath. [Little boy] pulling hair [of girl] Appl. author: Foote, Cone & Belding. NM: new illus. © 17Apr58; KK136628.

Does she, or doesn't she? Miss Clairol Hair Color Bath. Nicholas & boy [in car] Appl. author: Foote, Cone & Belding. NM: new illus. © 24Oct57; KK136627.

Does she, or doesn't she? Miss Clairol Hair Color Bath. Sleeping boy [on girl's shoulder] Appl. author: Foote, Cone & Belding. © 23Oct58; KK139171.

Does she, or doesn't she? Miss Clairol Hair Color Bath. Twins [and girl] (In Life, Nov. 24, 1958, p.68) Appl. author: Foote, Cone & Belding. © 20Nov58; KK139440.

The educational program in Isbell-Powell Universities could not be complete without Clairol training aids, says Mayme Isbell-Powell. [Endorsed by] Don S. Martin. Clairol, first name in hair coloring. (In National beauty school journal, Sept. 1958, p.2) Appl. author: Foote, Cone & Belding. © 1Sep58; KK139019.

For tipping, frosting and streaking with Blue Lightening powder bleach, Blue Lightening Fashion Foils. Appl. author: Richard L. Gelb. © 31Jul58; KK136912.

High fashion colors featuring Salon Formula creme toners and Red Fashion Colors; color chart. Appl. author: Richard L. Gelb. © 30Dec57; KK135455.

How new temporary color can lead doubtful patrons to permanent haircoloring, by Joseph Florio. Here's Polly Marshall ... with the new Come Alive color rinses. (In Modern beauty shop, June 1958, p.4-5) Appl. author: Foote, Cone & Belding. © 25May58; KK135476.

How to do bleaching that's faster, yet more comfortable for your patron, by Miss Cecelia Tye. (In Modern beauty shop, Nov. 1958, p.4-5) Appl. author: Foote, Cone & Belding. © 25Oct58; KK139253.

How to make the most of your haircoloring service, by John Fredricks. (In Modern beauty shop, Oct. 1958, p.4-5) Appl. author: Foote, Cone & Belding. © 25Sep58; KK139252.

How to mix personalized shades for your beige, silver and ash blonde patrons, by Mr. Ronnie. (In Modern beauty shop, Aug. 1958, p.4-5) Appl. author: Foote, Cone & Belding. © 25Jul58; KK139256.

How to recondition summer-damaged hair, by Miss Helen Marie Gurich. (In Modern beauty shop, Sept. 1958, p.4-5) Appl. author: Foote, Cone & Belding. © 25Aug58; KK139254.

I feel a great obligation to my students ... says Mr. Ben Gripaldi. [Endorsed by] Genevieve Senneca. (In National beauty school journal, Oct. 1958, p.2) Appl. author: Foote, Cone & Belding. © 10Oct58; KK139443.

Instant Whip Lady Clairol, creme hair lightener; for the lightest, brightest blondes. Shipping container for 12 individual packages. Appl. author: Richard L. Gelb. © 1Aug58; KK136142.

Is it true blondes have more fun? Lady Clairol whipped creme hair lightener. [Couple in] sports car. (In Photoplay, Nov. 1958, p.25) Appl. author: Foote, Cone & Belding. © 4Oct58; KK139172.

Is it true blondes have more fun? Lady Clairol whipped creme hair lightener. [Couple on] picnic. (In Photoplay, Dec. 1958, p.17) Appl. author: Foote, Cone & Belding. © 4Nov58; KK139173.

Modern teaching of cosmetology would be incomplete without Clairol training ... says Mrs. Nelle Lorick. Clairol, first name in haircoloring. (In National beauty school journal, June 1958, p.2) Appl. author: Foote, Cone & Belding. © 1Jun58; KK135477.

The new lady is cool, fast, and oh so gentle; Instant Whip Lady Clairol creme hair lightener. (In Modern beauty shop, Sept. 1958, p.110-111) Appl. author: Foote, Cone & Belding. © 25Aug58; KK139255.

New Vitapointe creme hairdress and conditioner; 1-free-with-11 deal. (In McKesson profitunities, June 1958, p.97) Appl. author: Foote, Cone & Belding. © 1Jun58; KK135478.

New Vitapointe creme hairdress conditioner; how to brush sunlight into your hair. Appl. author: Richard L. Gelb. © 1Dec58; KK139538.

New Vitapointe creme hairdress presold by Don McNeill on network radio plus strong radio spots. (In McKesson profitunities, Nov. 1958, p.27) Appl. author: Foote, Cone & Belding. © 20Oct58; KK139174.

So many of our graduates open their own salons ... says Esther Spielberg. Clairol, first name in haircoloring. [Endorsed by] Frances Rallo. (In National beauty school journal, May 1958, p.2) Appl. author: Foote, Cone & Belding. © 1May58; KK139175.

Today no woman needs to be gray, says Golden Brown. Miss Clairol Hair Color Bath. (In Beauty trade magazine, Mar. 1958, p.12) Appl. author: Foote, Cone & Belding. © 1Mar58; KK139015.

We, at Wilfred Academy, always rely on Clairol ... says Frank Bartell. Clairol, world leader in hair cosmetics. [Endorsed by] Norma Mathews. (In National beauty school journal, July 1958, p.2) Appl. author: Foote, Cone & Belding. © 1Jul58; KK139177.

CLARK, DELBERT S. d.b.a. SPECIAL GAME CO. SEE Special Game Co.

CLARK, FRANK.

Hot-Dog records. © Frank Clark & Gar Yuey Gee; 15Oct58; KK138624.

CLARK EQUIPMENT CO. ©

Planning for tomorrow's recreation centers; Clark Carrier. (In Fortune, Sept. 1958, p.47) © 2Sep58; KK137260.

Planning new methods for missile handling. Rapid missile assembly; migrating launching sites; rocket elevator. (In Fortune, Nov. 1958, p.277) © 28Oct58; KK138889.

Planning ways to aid our military. Front-line workhorse; troop pods; beachhead support. Clark Carriers. (In Fortune, July 1958, p.201) © 24Jun58; KK136036.

CLARK GRAVE VAULT CO. ©

Would you know what to do? When you are called on to take charge, will you know? (In Household, Oct. 1958, p.73) Appl. author: Randal S. West. © 15Sep58; KK137705.

Would you know what to do, or would you wonder how to take charge? (In The Saturday evening post, Oct. 18, 1958, p.115) Appl. author: Randal S. West. © 18Oct58; KK138072.

CLAYTON LABORATORIES, division of GROVE LABORATORIES, INC. SEE Grove Laboratories.

CLEVELAND MODEL & SUPPLY CO. ©

Catalog of Profitkrafts; 1958. Materials for artificial flowers, decorations, novelties and crafts. No. 33. NM: additions. © 21May58; KK136791.

CLEVELAND PNEUMATIC INDUSTRIES, INC.

Multi-spindle, adjustable universal-joint drill heads. Bulletin no. 7698. Appl. author: Cramer-Krasselt Co. © Industrial Sales Division, Cleveland Pneumatic Industries, Inc.; 3Nov58; KK138674.

CLOPAY CORP. ©

2 step beauty treatment for dull, cramped rooms. Window shades; folding doors. (In Good housekeeping, May 1957, p.189) Appl. author: Fairfax, Inc. © 17Apr57; KK138175.

CLOROBEN CHEMICAL CORP. ©

Cloroben, pine scented; cleans septic tanks, grease traps, cesspools. Appl. author: William D. Cayton. © 24Oct58; KK138626.

Cloroben, pine scented; for sewer maintenance, sewage treatment. Appl. author: W. D. Cayton. © 24Oct58; KK138628.

The Cloroben up-sewer chemical rotation method. Technical bulletin. Appl. author: William D. Cayton. © 17Oct58; KK138627.

CLOROBEN CHEMICAL CORP., subsidiary of STANDARD CHLORINE CHEMICAL CO., INC. SEE Standard Chlorine Chemical Co., Inc.

CLOROX CO. ©

Free dishcloth; this dishcloth attached to every gallon and half bottle of Clorox. Disinfectant, bleach. (In Los Angeles examiner, June 12, 1958, section 1, p.18) Appl. author: Honig-Cooper, Harrington & Miner. © 12Jun58; KK139324.

New Clorox bottle makes it easier than ever to get a cleaner wash with Clorox; new pitcher handle. Disinfectant, bleach. (In The Knickerbocker news, Oct. 23, 1958, p.19) Appl. author: Honig-Cooper, Harrington & Miner. © 23Oct58; KK139326.

Now, 5¢ off on Clorox gallons. Disinfectant, germicide, bleach. (In Peoria Journal star, June 26, 1958, p.6-5) Appl. author: Honig-Cooper, Harrington & Miner. © 26Jun58; KK139325.

Now, money-saving Clorox special. Disinfectant, bleach. (In San Francisco examiner, June 26, 1958, section 3, p.3) Appl. author: Honig-Cooper, Harrington & Miner. © 26Jun58; KK136537.

Spruce up for fall with Clorox. Disinfectant, bleach, stain remover. Busy beaver bargain; big pocket apron. (In San Francisco examiner, Oct. 2, 1958, section 1, p.26) Appl. author: Honig-Cooper, Harrington & Miner. © 2Oct58; KK138591.

You get a cleaner wash with Clorox. Disinfectant, bleach. [Little girl helping mother with clothes basket] (In San Francisco examiner, July 10, 1958, section 1, p.22) Appl. author: Honig-Cooper, Harrington & Miner. © 10Jul58; KK136539.

You get a cleaner wash with Clorox. Disinfectant, bleach. [Man & wife looking at shirt] (In San Francisco examiner, July 31, 1958, section 3, p.4) Appl. author: Honig-Cooper, Harrington & Miner. © 31Jul58; KK136538.

You get a cleaner wash with Clorox. Disinfectant, bleach, stain remover. [Woman hanging up wash] (In San Francisco examiner, Aug. 21, 1958, section 4, p.1) Appl. author: Honig-Cooper, Harrington & Miner. © 21Aug58; KK138589.

You get a cleaner wash with Clorox. Disinfectant, bleach, stain remover. [Woman with clothes basket on back, looking at clothes on line] (In San Francisco examiner, Sept. 18, 1958, section 4, p.1) Appl. author: Honig-Cooper, Harrington & Miner. © 18Sep58; KK138590.

CLOVER LEAF PAINT & VARNISH CORP. ©
Nautilus yacht finish; marine paint. © 9Oct57; KK138137.

CLOVER LEAF PAINT & VARNISH CORP.
d.b.a. SOMERSET PAINT CO. SEE
Somerset Paint Co.

CLY-DEL MANUFACTURING CO. ©

Cly-Del, the complete home for contract production; specialists in eyelets, drawn shells and metal stampings. Appl. author: William C. Moore. © 1Aug58; KK136124.

COATS & CLARK, INC. ©

Stitch In Time presents fashion and color, fall-winter, 1958-59. © 4Sep58; KK139297.

COCA-COLA CO. ©

Any trip's a better trip for the pause that refreshes. (In The American weekly, May 25, 1958, p.4 of cover) Appl. author: McCann-Erickson, Inc. © 25May58; KK136053.

Big party from your pantry features Coca-Cola and a host of other big-money items. (In NARGUS bulletin, Feb. 1958, p.21) Appl. author: McCann-Erickson, Inc. © 5Feb58; KK136041.

Boyd C. Wyse ... says: It pays to satisfy the customer. It's the best-loved sparkling drink. Casa de Sevilla. (In The Server, Aug. 25, 1958, p.2) Appl. author: McCann-Erickson, Inc. © 11Aug58; KK137507.

Brightens every bite; ice cold; drink Coca-Cola. Boy at fountain. Appl. author: McCann-Erickson, Inc. © 1Nov58; KK138837.

Chicago, here's to your good taste; Coke in 12-oz. king size, at popular price. (In Chicago daily tribune, May 27, 1957, pt.3, p.28) Appl. author: McCann-Erickson, Inc. © 27May57; KK138128.

The Coca-Cola Company proudly presents the first in the new Pace-maker series ... for the world's most favored soft drink; introducing the Dole Citation. (In American druggist, June 2, 1958, p.75-77) Appl. author: McCann-Erickson, Inc. © 2Jun58; KK136054.

The Coca-Cola Company proudly presents the first in the new Pace-maker series ... for the world's most-favored soft drink; introducing the Dole Citation. (In Diner drive-in, June 1958, p.97) Appl. author: McCann-Erickson, Inc. © 1Jun58; KK136764.

Coke costs no more, why settle for less? Now, Coke in 12-oz. king size at popular price. (In Chicago daily tribune, June 13, 1957, pt.2, p.14) Appl. author: McCann-Erickson, Inc. © 13Jun57; KK138520.

Coke with food makes sense to your customers, dollars for you. (In Institutions magazine, May 1958, p.150) Appl. author: McCann-Erickson, Inc. © 15Apr58; KK136046.

Drive your buffet to the game; you're giving a football party. Before the game ... with that cold crisp taste of Coke. (In Life, Oct. 6, 1958, p.4 of cover) Appl. author: McCann-Erickson, Inc. © 2Oct58; KK138530.

Enjoy top quality, Coke costs no more. Now, Coke in 12-oz. king size at popular price. (In Chicago daily tribune, Aug. 9, 1957, pt.3, p.14) Appl. author: McCann-Erickson, Inc. © 9Aug57; KK138521.

5th anniversary of National Tavern Month; May 1958. (In The Server, Portland, Or., Apr. 14, 1958, p.11) Appl. author: McCann-Erickson, Inc. © 14Apr58; KK136045.

For bigger profits; go, go, go, go big. Go big ... America's most preferred soft drink. (In Motion picture herald, Jan. 11, 1958, p.38-39) Appl. author: McCann-Erickson, Inc. © 11Jan58; KK137505.

For that party from your pantry. Party group; regular [size] Appl. author: McCann-Erickson, Inc. © 1Apr58; KK135367.

Fun on a cat-ketch with Coke. (In Life, July 14, 1958, p.4 of cover) Appl. author: McCann-Erickson, Inc. © 10Jul58; KK136058.

Good decision. Umpire; regular [size] Appl. author: McCann-Erickson, Inc. © 2Jun58; KK135370.

Good taste and Coke go hand in hand. [Picnic scene] (In Today's health, July 1958, p.16) Appl. author: McCann-Erickson, Inc. © 1Jul58; KK137510.

Good taste treat. Halloween girl; regular. Appl. author: McCann-Erickson, Inc. © 1Oct58; KK138835.

Happy pause for the youth of all ages; time for the cold crisp taste of Coke. (In Life, Sept. 1, 1958, p.4 of cover) Appl. author: McCann-Erickson, Inc. © 1Sep58; KK138526.

Have a Coke; what a wonderful time for the sparkling taste of Coke. [After-dance snack scene] (In Today's health, June 1958, p.12) Appl. author: McCann-Erickson, Inc. © 1Jun58; KK137511.

Have a Coke, so good in taste; keep Coca-Cola handy, ready to make guests feel at home. [Girl filling glass with ice while girl & 2 men watch] (In Today's health, Apr. 1958, p.16) Appl. author: McCann-Erickson, Inc. © 1Apr58; KK137513.

Having wonderful time, wish you were here; people come and people go ... there's nothing quite so cheerfully refreshing as that cold crisp taste of Coke. (In The Saturday evening post, Aug. 2, 1958) Appl. author: McCann-Erickson, Inc. © 29Jul58; KK137568.

Hints for hiking. [Boy Scouts outside of] country store. (In Boys' life, June 1958, p.4 of cover) Appl. author: McCann-Erickson, Inc. © 25May58; KK136052.

Hot summer days call for extra displays of Coca-Cola. (In Quartermaster review, May 1958) Appl. author: McCann-Erickson, Inc. © 1Apr58; KK136043.

In full-line vending, you need a sales-starter. Coke will do it. (In Vend, May 1958, p.78-79) Appl. author: McCann-Erickson, Inc. © 5May58; KK136051.

Invitation to good taste. Couple at fountain. Appl. author: McCann-Erickson, Inc. © 1Mar58; KK135366.

It's time for courtin' and Coke; the great taste of Coke is so refreshing. (In Senior scholastic, Apr. 25, 1958, p.2 of cover) Appl. author: McCann-Erickson, Inc. © 25Apr58; KK137514.

King size, for king size thirst. Baseball. Appl. author: McCann-Erickson, Inc. © 2Jun58; KK135369.

Little pause, quick lift. Man at fountain. Appl. author: McCann-Erickson, Inc. © 1Jul58; KK136323.

Meet you at the fountain, right after class. Yes, have a Coke. [Teenage group reading paper] (In The American weekly, May 4, 1958, p.4 of cover) Appl. author: McCann-Erickson, Inc. © 4May58; KK136050.

COCA-COLA CO. Cont'd.

Miles Brandon of the Clock says:

It pays to satisfy the customer.
The friendliest taverns ... serve
Coca-Cola. (In The Server, Port-
land, Or., June 23, 1958, p.11)
Appl. author: McCann-Erickson, Inc.
© 23Jun58; KK136056.

New convenience, more Coke for your
money, too; Coke in big new family-
size. [Mother carrying tray to
children playing ping pong] (In
The Fitzgerald herald, Dec. 20,
1957) Appl. author: McCann-
Erickson, Inc. © 20Dec57;
KK137562.

New, king size Coke; big new bottle,
after you pour there's still lots
more. Party [scene] (In The
American weekly, Aug. 31, 1958)
Appl. author: McCann-Erickson, Inc.
© 31Aug58; KK137508.

New, king size Coke; for king-size
thirst, the good taste the world
prefers. [Tennis scene] (In The
American weekly, Aug. 3, 1958,
p.20) Appl. author: McCann-
Erickson, Inc. © 3Aug58; KK137509.

New, king size Coke. [Glass, bottle,
snowman water globe] (In The
American weekly, July 20, 1958,
p.3) Appl. author: McCann-
Erickson, Inc. © 20Jul58;
KK136059.

New, king size Coke; now enjoy that
cold crisp taste longer. (In The
American weekly, Aug. 17, 1958,
p.3) Appl. author: McCann-
Erickson, Inc. © 17Aug58;
KK138525.

New stew idea, makes campin' easy;
great meal, with a great drink.
[Boy Scouts on cook-out] (In
Boys' life, Sept. 1958, p.2 of
cover) Appl. author: McCann-
Erickson, Inc. © 25Aug58;
KK137564.

Now the real thing in king size.
Girl holding bottle. Appl. au-
thor: McCann-Erickson, Inc.
© 1Sep58; KK138836.

Pause; king size. Man and dog.
Appl. author: McCann-Erickson, Inc.
© 1Aug58; KK136321.

Pause for Coke, drive refreshed.
Service station. Appl. author:
McCann-Erickson, Inc. © 1May58;
KK135368.

The pause that refreshes; refreshing
way to relax today, pause for Coke.
[TV studio scene] (In Today's
health, May 1958, p.12) Appl.
author: McCann-Erickson, Inc.
© 1May58; KK137512.

Plushmanship made these sales; drink
Coca-Cola. (In Motion picture
herald, May 10, 1958, p.58-59)
Appl. author: McCann-Erickson, Inc.
© 10May58; KK137504.

Plushmanship made these sales; drink
Coca-Cola. (In The Film daily,
June 9, 1958, p.8) Appl. author:
McCann-Erickson, Inc. © 6Jun58;
KK137525.

Plushmanship will help you sell more.
(In Diner drive in, Mar. 1958,
p.4 of cover) Appl. author:
McCann-Erickson, Inc. © 1Mar58;
KK137569.

Proudly serve the best, Coke costs
no more. Now, Coke in 12-oz. king
size at popular price. (In Chicago
daily tribune, July 1, 1957, pt.3,
p.1) Appl. author: McCann-
Erickson, Inc. © 1Jul57; KK138524.

Put 'em together, sell more of both.
Drink Coca-Cola; hot popcorn.
(In Film daily, May 12, 1958, p.4
of cover) Appl. author: McCann-
Erickson, Inc. © 9May58; KK137524.

Put 'em together, sell more of both.
Drink Coca-Cola; hot popcorn. (In
Motion picture herald, Mar. 15,
1958, p.48-49) Appl. author:
McCann-Erickson, Inc. © 15Mar58;
KK137506.

Refresh, pause for Coke; enjoy that
cold crisp taste ... best-loved
sparkling drink in all the world.
[Couple seated at table, drinking
from glasses; flowers on table]
(In The Morning telegraph, national
ed., July 19, 1958, p.15) Appl.
author: McCann-Erickson, Inc.
© 19Jul58; KK138518.

Refresh, pause for Coke; enjoy that
cold crisp taste ... best-loved
sparkling drink in all the world.
[Couple standing by fence, drinking]
Cokes. (In The Morning telegraph,
national ed., July 12, 1958, p.15)
Appl. author: McCann-Erickson, Inc.
© 12Jul58; KK138517.

Refresh, relax; it's good business to
pause for Coke. (In Institutions
magazine, Apr. 1958, p.100)
Appl. author: McCann-Erickson, Inc.
© 15Mar58; KK136042.

Refresh, relax, it's good business
to pause for Coke. [Man holding
bottle & telephone] (In Institu-
tions magazine, June 1958, p.96)
Appl. author: McCann-Erickson, Inc.
© 15May58; KK137566.

Refresh, relax; pause for Coke.
After the big mop-up, it's bottoms
up. (In Leatherneck magazine,
May 1958, p.1) Appl. author:
McCann-Erickson, Inc. © 25Apr58;
KK136047.

Refresh, relax, pause for Coke.
Before the big lift, enjoy the
welcome lift. Rocket man. (In
Leatherneck magazine, July 1958,
p.1) Appl. author: McCann-
Erickson, Inc. © 25Jun58;
KK136057.

Refresh, relax, pause for Coke.
Best way to make push-ups a push-
over, have a Coke, ice-cold.
(In The Leatherneck, Sept. 1958,
p.1) Appl. author: McCann-Erick-
son, Inc. © 25Aug58; KK137565.

Refreshing way to relax today; pause
for a Coca-Cola. Woman shopper;
regular. Appl. author: McCann-
Erickson, Inc. © 1Sep58;
KK138834.

The refreshing way to relax today,
pause for Coca-Cola. (In The Wall
Street journal, Mar. 12, 1958, p.8)
Appl. author: McCann-Erickson, Inc.
© 12Mar58; KK137523.

Refreshing way to relax today, pause
for Coke. [Housewife's day] (In
The American weekly, Sept. 14,
1958, p.20) Appl. author: McCann-
Erickson, Inc. © 14Sep58;
KK138527.

Refreshing way to relax today, pause
for Coke. [Steel girders of build-
ing, service station, office,
schoolroom] (In The American
weekly, Oct. 26, 1958, p.3) Appl.
author: McCann-Erickson, Inc.
© 26Oct58; KK138532.

Refreshing way to relax today, pause
for Coke. [TV studio] (In The
American weekly, Apr. 27, 1958,
p.4 of cover) Appl. author:
McCann-Erickson, Inc. © 27Apr58;
KK136049.

Serve the finest quality, at no
extra cost. Now, Coke in 12-oz.
king size at popular price. (In
Chicago daily tribune, July 18,
1957, pt.4, p.18) Appl. author:
McCann-Erickson, Inc. © 18Jul57;
KK138522.

Serves four lively thirsts; family
size. Teenagers-family. Appl.
author: McCann-Erickson, Inc.
© 1Sep58; KK138833.

Sign of good taste, everywhere.
At the Brussels World's Fair, too,
have a Coke. (In The Saturday
evening post, Apr. 12, 1958, p.4
of cover) Appl. author: McCann-
Erickson, Inc. © 8Apr58;
KK136044.

Sign of good taste everywhere;
Switzerland, too, knows the good
taste the whole world enjoys.
(In The Saturday evening post,
June 7, 1958) Appl. author:
McCann-Erickson, Inc. © 3Jun58;
KK137567.

Simply terrific. Beach scene.
Appl. author: McCann-Erickson, Inc.
© 1Aug58; KK136322.

So good to taste, in such good taste;
Coke helps to make it a merry
Christmas for all. (In Arkansas
gazette, Dec. 11, 1957, p.10A)
Appl. author: McCann-Erickson, Inc.
© 11Dec57; KK137570.

This way to plushmanship; bigger
order, bigger ticket, bigger
profit. (In Diner drive-in, May
1958) Appl. author: McCann-
Erickson, Inc. © 1May58; KK138519.

Tips on canoeing. [Boy Scouts by
boat] (In Boys' life, May 1958,
p.4 of cover) Appl. author:
McCann-Erickson, Inc. © 25Apr58;
KK136048.

What a wonderful time for the spark-
ling taste of Coke. [After-dance
snack scene] (In The American
weekly, June 8, 1958, p.4 of cover)
Appl. author: McCann-Erickson, Inc.
© 8Jun58; KK136055.

You benefit 3 ways on take-home sales
of Coca-Cola. (In National petro-
leum news, May 1958, p.40)
Appl. author: McCann-Erickson, Inc.
© 28May58; KK136763.

COHN BROS. ©

Save over \$100 on Cohn Bros. high
fashion living room groups. (In
The Oregonian, May 19, 1958, p.8)
© 19May58; KK135964.

COLE OF CALIFORNIA. ©

They're right out of tomorrow, but
they're in the stores today. The
Sea Cocoon; one-piece blouson;
cotton print coat. (In Charm,
July 1958, p.12-13) Appl. author:
Doyle Dane Bernbach, Inc.
© 20Jun58; KK135695.

COLGATE-PALMOLIVE CO. ©

Brushing with Colgate helps give the
surest protection all day long;
stop bad breath with Colgate.
Dental cream with Gardol. [Boys]
playing football. (In Life,
Nov. 10, 1958, p.127) Appl. au-
thor: Ted Bates & Co., Inc.
© 6Nov58; KK138956.

Brushing with Colgate helps give the
surest protection all day long;
stop bad breath with Colgate.
Dental cream with Gardol. [Family
in front of] fireplace. (In The
Saturday evening post, Nov. 15,
1958, p.93) Appl. author: Ted
Bates & Co., Inc. © 11Nov58;
KK138955.

Brushing with Colgate helps give the
surest protection all day long;
stop bad breath with Colgate.
Dental cream with Gardol. Hallow-
een [scene] (In Life, Oct. 27,
1958, p.52) Appl. author: Ted
Bates & Co., Inc. © 23Oct58;
KK138457.

He needs a tip more'n I do. Colgate dental cream with Gardol. (In New York Sunday news, July 20, 1958, comics, p.9) Appl. author: Ted Bates & Co., Inc. © 20Jul58; KK136027.

One Colgate brushing helps; fight tooth decay. Carousel [scene] (In Life, July 7, 1958, p.4) Appl. author: Ted Bates & Co., Inc. © 3Jul58; KK135751.

One Colgate brushing helps give the surest protection; fight tooth decay with Colgate's. Dental cream with Gardol. Family in back yard. (In Life, June 2, 1958, p.1) Appl. author: Ted Bates & Co., Inc. © 29May58; KK136231.

One Colgate brushing helps give the surest protection all day long; fight tooth decay with Colgate's. Dental cream with Gardol. [Family at] zoo. (In Life, Aug. 4, 1958, p.40) Appl. author: Ted Bates & Co., Inc. © 31Jul58; KK136437.

One Colgate brushing helps give the surest protection all day long; fight tooth decay with Colgate's. Dental cream with Gardol. [Family beside] brook. (In Look, Sept. 2, 1958, p.78) Appl. author: Ted Bates & Co., Inc. © 19Aug58; KK137204.

One Colgate brushing helps give the surest protection all day long; fight tooth decay with Colgate's. Dental cream with Gardol. [Family getting into boat] (In Life, Aug. 18, 1958, p.13) Appl. author: Ted Bates & Co., Inc. © 14Aug58; KK137174.

One Colgate brushing helps give the surest protection all day long; fight tooth decay with Colgate's. Dental cream with Gardol. [Family in] bathroom. (In Look, Sept. 16, 1958, p.82) Appl. author: Ted Bates & Co., Inc. © 2Sep58; KK137203.

One Colgate brushing helps give the surest protection all day long; fight tooth decay with Colgate's. Dental cream with Gardol. [Family sitting on] park bench. (In Life, Sept. 1, 1958, p.76) Appl. author: Ted Bates & Co., Inc. © 28Aug58; KK137215.

One Colgate brushing helps give the surest protection all day long; fight tooth decay with Colgate's. Dental cream with Gardol. Halloween [scene] (In The Saturday evening post, Oct. 18, 1958, p.84) Appl. author: Ted Bates & Co., Inc. © 14Oct58; KK138328.

One Colgate brushing helps give the surest protection all day long; fight tooth decay with Colgate's. Dental cream with Gardol. [Mother pushing children in] dirt cart. (In The Saturday evening post, Oct. 4, 1958, p.94) Appl. author: Ted Bates & Co., Inc. © 30Sep58; KK137907.

One Colgate brushing helps give the surest protection all day long; fight tooth decay with Colgate's. (In Life, June 23, 1958, p.4) Appl. author: Ted Bates & Co., Inc. © 19Jun58; KK135439.

She's not the only pebble on the beach; so fight tooth decay with Colgate's. Dental cream with Gardol. (In New York Sunday news, Aug. 3, 1958, comics, p.9) Appl. author: Ted Bates & Co., Inc. © 3Aug58; KK136436.

She's the no-ing-est girl I know. So fight tooth decay with Colgate's. Dental cream with Gardol. (In

New York Sunday news, Sept. 14, 1958, comics, p.6) Appl. author: Ted Bates & Co., Inc. © 14Sep58; KK137216.

Your chances with her look mighty slim, Jim. Dental cream with Gardol. (In Sunday news, New York, June 29, 1958, comics) Appl. author: Ted Bates & Co., Inc. © 29Jun58; KK135438.

You're in a real dilemma, Emma. Colgate dental cream with Gardol. (In Sunday telegram, Elmira, N. Y., Oct. 12, 1958, comics) Appl. author: Ted Bates & Co., Inc. © 12Oct58; KK138958.

COLIN HALL CLOTHES, LTD. ©

Petrocelli clothes. Push-button in-stock service, 1958-59. 7701 [and 8 other samples] Appl. author: Will Kaplan Advertising. © 15Oct58; KK138573.

Step ahead; a red carpet welcome awaits you. Petrocelli clothes. Appl. author: Will Kaplan Advertising. © 15Aug58; KK136530.

What's different about this Petrocelli? Petrocelli makes the suit, contour comfort makes the difference. Appl. author: Will Kaplan Advertising. © 1Aug58; KK136283.

Will you grasp the great opportunity ushered in by the Italian influence? A challenge to every men's clothing retailer. [Endorsed by] Cesar Romero. (In The New York times, Nov. 20, 1958, p.32M) Appl. author: Will Kaplan Advertising. © 20Nov58; KK139521.

COLORAMA OF CALIFORNIA.

This is Colorama, the latest, greatest advance in motion display advertising. © John T. Jones, sole owner Colorama of California; 1Jul58 (in notice: 1957); KK138177.

COLUMBIA BROADCASTING SYSTEM, INC. ©

Bilko marches; brass and percussion in high fidelity. Promenade records. 2088. By Synthetic Plastics Co. NM: all new except photo of Phil Silvers. © 18Mar58; KK136259.

Paladin official Have gun, will travel belt. Appl. author: Nord-Ray Belt Manufacturing, Inc. © CBS Television, a division of Columbia Broadcasting System, Inc.; 21Apr58; KK137087.

COLUMBIA RECORD SALES CORP. ©

Any five of these superb classical high-fidelity Columbia and Epic records for only \$3.98. Ad no.111. (In The Atlantic, July 1958, p.5) © 23Jun58; KK135435.

Free, any 3 of these superb classical high-fidelity Columbia and Epic records. No.131. (In This world (San Francisco chronicle) Aug. 10, 1958, p.32) © 10Aug58; KK136990.

Free; any 3 of these superb high-fidelity Columbia and Epic records. Ad no.109-C. (In HiFi & music review, July 1958, p.11) © 20Jun58; KK135436.

Free, any 3 of these superb high-fidelity Columbia and Epic records. No.110. (In Parade, July 6, 1958, p.20) © 6Jul58; KK135645.

COLUMBIA WAX CO. ©

Cleanicide, germicidal cleaner; for floors, all washable surfaces, hospital furnishings. © 14Jul58; KK139328.

COMAR INDUSTRIES, INC. ©

Give your old car new car power in less than 3 minutes; Powerize your car. (In Journal & sentinel, Winston-Salem, N. C., Nov. 16, 1958, p.16B) © 16Nov58; KK138992.

New Powerize with instant acting carbon disintegrator; save sixty \$5.00 bills on your old or new car. (In Journal & sentinel, Winston-Salem, N. C., Nov. 16, 1958, p.16B) © 16Nov58; KK138991.

COMET RICE MILLS. ©

Frozen fully cooked rice, ready to eat; just heat and serve. Net weight 12 ozs. © 30Sep58; KK137716.

Rice for gourmets. 12 ozs. net wt. © 12Jun58; KK136573.

Vitamin and mineral rich Comet rice presents the Comet ten day - ten pound diet. © 18Nov58; KK139040.

COMMONWEALTH EDISON - PUBLIC SERVICE CO.

Congratulations, State Street merchants; your trees of light make State Street the best lighted shopping center in the world. (In Chicago daily tribune, Nov. 13, 1958, pt.3, p.6) © Commonwealth Edison Co. a.k.a. Commonwealth Edison - Public Service Co.; 13Nov58; KK139315.

COMMUNITY ENTERPRISES, INC. ©

Loony Balloon Toys; hours of fun, making thousands of funny faces. Over 60 complete pieces. © 28May58; KK135467.

COMPTONE CO., LTD. ©

Guaranteed Pro-Lite ... Young America sunglasses for camp, beach or playing field. Appl. author: Leo Bernstein. © 10Sep58; KK138045.

Protex Clip-Eez sunglasses; fit over your regular eye glasses. Appl. author: Leo Bernstein. © 10Sep58; KK138044.

Sunglasses 1959; leaders in style, quality, value. Appl. author: Leo Bernstein. © 17Sep58; KK138312.

Vue Mor men's sunglasses, featuring the new wrap-around look. Appl. author: Leo Bernstein. © 15Sep58; KK138276.

Vue Mor sunglasses; new extra-value assortment. Appl. author: Leo Bernstein. © 15Sep58; KK138395.

Vue Mor women's sunglasses, featuring the new wrap-around look. Appl. author: Leo Bernstein. © 15Sep58; KK138206.

CONN CORP. ©

The clarinet you can't outgrow; new Senior Series clarinet. Meredith Wilson says: The music man is a Conn man. 18 N Director. Appl. author: Juhl Advertising Agency. © 10Sep58; KK138443.

How to detect a bored bore; Senior Series clarinets. Meredith Wilson says: The music man is a Conn man. 18 N Director. Appl. author: Juhl Advertising Agency. © 10Sep58; KK138445.

How to get 12th-grade intonation at a 6th-grade price; Senior Series clarinet. Meredith Wilson says: The music man is a Conn man. 18 N Director. Appl. author: Juhl Advertising Agency. © 10Sep58; KK138444.

CONSOLIDATED CIGAR SALES CO., INC. ©

Dutch Masters; Panetela. Introducing the most strikingly original campaign in the entire cigar industry. (In Retail tobacconist, Oct. 1, 1958, center insert) Appl. author: Erwin, Wasey, Ruthrauff & Ryan, Inc. © 10Oct58; KK137717.

CONSOLIDATED CIGAR SALES CO., INC. Cont'd.

It's okay, dad, they're empty.
Dutch Masters. (In Sunday news,
New York, Oct. 12, 1958, p.5)
Appl. author: Erwin, Wasey, Ruth-
rauff & Ryan, Inc. © 12Oct58;
KK138061.

It's wonderful what an empty box can
be. Dutch Masters. (In Life,
Nov. 3, 1958, p.107) Appl. au-
thor: Erwin, Wasey, Ruthrauff &
Ryan, Inc. © 29Oct58; KK138931.

Out of an empty box, the signs of
Christmas; Dutch Masters. (In
Look, Dec. 23, 1958, p.2) Appl.
author: Erwin, Wasey, Ruthrauff &
Ryan, Inc. © 9Dec58; KK139565.

Sell the brand more smokers demand,
Dutch Masters, the fine cigar.
7 popular shapes. Appl. author:
Erwin Wasey, Ruthrauff & Ryan, Inc.
© 27May58; KK135523.

We like to see them empty, too.
Dutch Masters. (In Life, Oct. 6,
1958, p.23) Appl. author: Erwin,
Wasey, Ruthrauff & Ryan, Inc.
© 10Oct58; KK137688.

CONSOLIDATED METAL PRODUCTS CORP.

After all, there's very little
difference between the sexes. It
means we can offer you better
dentures. Appl. author: A. J.
Griffin. © Ticonium Division,
Consolidated Metal Products Corp.;
4Nov58; KK139092.

Dr. Grant report no.2. El espanol;
o portugues; le francais,
l'italiano. Appl. author: A. J.
Griffin. Appl. states prev. pub.
in English. © Ticonium, division
of Consolidated Metal Products
Corp.; 10Oct58; KK139091.

4 important words. Our laboratory
insures your getting the finest in
partials or full dentures. Appl.
author: A. J. Griffin. © Ticonium
Division, Consolidated Metal Prod-
ucts Corp.; 4Oct58; KK139093.

Golf pro perfects new club for hole-
in-one. Ticonium puts the fit into
profit. Appl. author: A. J.
Griffin. © Ticonium Division,
Consolidated Metal Products Corp.;
7Jul58; KK136986.

Is there a sound? Ticonium puts the
fit into profit. Appl. author:
A. J. Griffin. © Ticonium Division,
Consolidated Metal Products Corp.;
4Jun58; KK135737.

It's a fact; buy this handy dental
touch-up kit. Ticonium. Appl.
author: A. J. Griffin. © Ticonium
Division, Consolidated Metal Prod-
ucts Corp.; 3Sep58; KK137546.

Ticonium; dans la dentisterie ...
s'accomode meilleur a la bouche.
Appl. author: A. J. Griffin.
© Ticonium Division, Consolidated
Metal Products Corp.; 10Oct58;
KK139094.

What's the troposphere? Ticonium
puts the fit into profit. Appl.
author: A. J. Griffin. © Ticonium
Division, Consolidated Metal Prod-
ucts Corp.; 4Aug58; KK136985.

CONTAINER CORP. OF AMERICA. ©

Meadow Gold banana ice cream.
Design no.1408. Half gallon
liquid. © 20Jun58; KK135767.

Meadow Gold maple nut ice cream.
Design no.1408. Half gallon
liquid. © 20Jun58; KK135764.

Meadow Gold peach ice cream.
Design no.1408. Half gallon
liquid. © 20Jun58; KK135766.

Meadow Gold peppermint ice cream.
Design no.1408. Half gallon
liquid. © 20Jun58; KK135765.

CONTINENTAL BAKING CO., INC. ©

Buttermilk makes the flavor; Wonder
enriched bread. (In Philadelphia
bulletin, July 24, 1958, p.21)
Appl. author: Ted Bates & Co., Inc.
© 24Jul58; KK136010.

Don't assault your bread; only
Wonder has no-tear flip-seal.
(In Valley dispatch, Warwick,
N. Y., Sept. 17, 1958, p.4)
Appl. author: Ted Bates & Co.,
Inc. © 17Sep58; KK137912.

Don't gouge your bread; only Wonder
has no-tear flip-seal. (In Valley
dispatch, Warwick, N. Y., Sept. 10,
1958, p.4) Appl. author: Ted
Bates & Co., Inc. © 10Sep58;
KK137911.

Don't massacre your bread; only
Wonder has no-tear flip-seal.
(In Daily news, New York, Sept. 4,
1958, p.63) Appl. author: Ted
Bates & Co., Inc. © 4Sep58;
KK137909.

Famous weight control plan features
this more complete protein bread;
Profile. [Endorsed by] Eileen
Ford. (In St. Louis post-dispatch,
Sept. 9, 1958, p.6A-7A) Appl.
author: Ted Bates & Co., Inc.
© 9Sep58; KK137804.

Famous Wonder bread comes to town.
(In Fort Smith times record, Fort
Smith, Ark., July 30, 1958, p.24)
Appl. author: Ted Bates & Co., Inc.
© 30Jul58; KK137198.

Here it is; Oklahoma's most modern
bakery. The all new Wonder Bakery.
Wonder bread; Hostess cakes.
Appl. author: Ted Bates & Co., Inc.
© 28Apr58; KK135585.

Important announcement. Your old
favorite Dandee bread now has a
new name, it's Wonder bread. (In
Sun commercial, Vincennes, Ind.,
Oct. 21, 1958, p.3) Appl. author:
Ted Bates & Co., Inc. © 21Oct58;
KK138458.

It's not a dream, it's a wonderful
truth; Wonder bread helps build
strong bodies 12 ways. (In Fort
Smith times record, Fort Smith,
Ark., Aug. 12, 1958, p.8) Appl.
author: Ted Bates & Co., Inc.
© 12Aug58; KK137200.

Meet the man who came to Greenville
25 years ago. Jodie Graham. Won-
der bread. (In The Delta democrat-
times, Greenville, Miss., Nov. 5,
1958, p.5) Appl. author: Ted
Bates & Co., Inc. © 5Nov58;
KK139337.

No matter what your figure be, you'll
love this Profile bread. (In
Chicago daily tribune, Oct. 23,
1958, pt.4, p.9) Appl. author:
Ted Bates & Co., Inc. © 23Oct58;
KK139334.

Now at your favorite grocer's; Wonder
bread. (In Fort Smith times rec-
ord, Fort Smith, Ark., Aug. 4,
1958, p.8) Appl. author: Ted
Bates & Co., Inc. © 4Aug58;
KK137199.

Now 9 hours fresher; we call it
Country Style Wonder bread. (In
Kansas City star, Kansas City,
Mo., June 5, 1958, p.17) Appl.
author: Ted Bates & Co., Inc.
© 5Jun58; KK135440.

Now, reseal the goodness; the
revolutionary new Wonder no-tear
flip-seal. Wonder enriched bread.
(In Dayton news, Dayton, Ohio,
June 17, 1958, p.24) Appl. au-
thor: Ted Bates & Co., Inc.
© 17Jun58; KK135641.

Now, reseal the goodness; the revo-
lutionary new Wonder no-tear flip-
seal. Wonder enriched bread.

(In Ogden standard examiner, Ogden,
Utah, Aug. 7, 1958, p.7) Appl.
author: Ted Bates & Co., Inc.
© 7Aug58; KK137149.

Now, simple to give your child com-
plete nutrition for full mental and
physical development; give your
child a body best for life. Wonder
enriched bread. [Endorsed by]
Virginia Cadigan. For free copy of
the Wonder guide ... mail this
coupon today. (In Akron beacon
journal, Akron, Ohio, Nov. 6, 1958,
p.27) Appl. author: Ted Bates &
Co. © 6Nov58; KK139338.

Now, simple to give your child com-
plete nutrition for full mental and
physical development; give your
child a body best for life. Wonder
enriched bread. [Endorsed by]
Virginia Cadigan. Wonder guide ...
free at your grocer's. (In Akron
beacon journal, Akron, Ohio,
Oct. 30, 1958, p.19) Appl. au-
thor: Ted Bates & Co., Inc.
© 30Oct58; KK139332.

Oklahoma's largest bread and cake
bakery celebrates 50th anniversary;
home of Wonder bread and Hostess
cakes. A. H. Griffin [and other
employees] (In Oklahoma City
times, Sept. 8, 1958, p.6-7)
Appl. author: Ted Bates & Co., Inc.
© 8Sep58; KK137795.

Perfect results guaranteed on Wonder
brown'n serve rolls. (In Daily
news, New York, Oct. 16, 1958,
p.68) Appl. author: Ted Bates &
Co., Inc. © 16Oct58; KK138823.

Preferred almost 2 to 1 for flavor;
10% more food value now in every
slice of big new Wonder bread.
(In Boston globe, Oct. 7, 1958,
p.43) Appl. author: Ted Bates &
Co., Inc. © 7Oct58; KK138329.

Preferred almost 2 to 1 for flavor;
10% more food value now in every
slice of big new Wonder bread.
(In The Boston daily globe, Oct. 9,
1958, p.32) Appl. author: Ted
Bates & Co., Inc. © 9Oct58;
KK138316.

Recaptured, the fabulous flavor and
goodness of the old Spanish harvest
fiesta loaf; Fiesta corn meal
bread. (In San Diego union, San
Diego, Calif., Sept. 11, 1958,
p.26) Appl. author: Ted Bates &
Co., Inc. © 11Sep58; KK138317.

Thank you, thank you, thank you.
Wonder enriched bread. (In Fort
Smith times record, Fort Smith,
Ark., Aug. 14, 1958, p.10) Appl.
author: Ted Bates & Co., Inc.
© 14Aug58; KK137201.

Today start helping your child grow
bigger and stronger 12 ways with
Wonder bread. [Couple measuring &
weighing 2 children; running girl;
lumberjack] (In The Denver post,
Nov. 13, 1958, p.63) Appl. au-
thor: Ted Bates & Co., Inc.
© 13Nov58; KK139335.

Today start helping your child grow
bigger and stronger 12 ways with
Wonder bread. [Couple measuring
son & daughter; boy & girl running;
boys playing basketball] (In The
Evening star, Washington, D. C.,
Nov. 4, 1958, p.B-6) Appl. au-
thor: Ted Bates & Co., Inc.
© 4Nov58; KK139336.

Today start helping your child grow
bigger and stronger 12 ways with
Wonder bread. [Couple measuring
son; running boy; carpenter] (In
The Denver post, Nov. 6, 1958,
p.65) Appl. author: Ted Bates &
Co., Inc. © 6Nov58; KK139339.

- Today start helping your child grow bigger and stronger 12 ways with Wonder bread. [Couple measuring son; running boy; cowboy] (In The Evening star, Washington, D. C., Nov. 11, 1958, p.B-6) Appl. author: Ted Bates & Co., Inc. © 11Nov58; KK139341.
- Today start helping your child grow bigger and stronger 12 ways with Wonder bread. [Couple measuring son; running girl; lumberjack] (In The Boston daily globe, Nov. 13, 1958, p.30-31) Appl. author: Ted Bates & Co., Inc. © 13Nov58; KK139343.
- Today start helping your child grow bigger and stronger 12 ways with Wonder bread. [Parents measuring boy's height on wall] (In Evening tribune, San Diego, Calif., Oct. 9, 1958, p.A-48--A-49) Appl. author: Ted Bates & Co., Inc. © 9Oct58; KK138446.
- Today start helping your child grow bigger and stronger 12 ways with Wonder bread. [Parents measuring daughter's height on wall] (In Post, Denver, Oct. 30, 1958, p.51) Appl. author: Ted Bates & Co., Inc. © 30Oct58; KK139555.
- Today start helping your child grow bigger and stronger 12 ways with Wonder bread. [Parents measuring son's height on wall] (In Evening tribune, San Diego, Calif., Oct. 16, 1958, p.a-62--a-63) Appl. author: Ted Bates & Co., Inc. © 16Oct58; KK138824.
- Today, start helping your child grow bigger and stronger 12 ways, with Wonder bread. [Parents weighing & measuring children] (In Evening tribune, San Diego, Calif., Sept. 30, 1958, p.a-10--a-11) Appl. author: Ted Bates & Co., Inc. © 30Sep58 (in notice: 1956); KK138803.
- Today start helping your child grow bigger and stronger 12 ways with Wonder bread; only Wonder has no-tear flip-seal. [Parents weighing & measuring boy & girl] (In The Boston daily globe, Oct. 2, 1958, p.34-35) Appl. author: Ted Bates & Co., Inc. © 2Oct58; KK138318.
- We're now celebrating our 50th anniversary; the largest bread and cake bakery in Oklahoma. Wonder enriched bread; Hostess, the cakes with the surprise inside. Appl. author: Ted Bates & Co., Inc. © 9Sep58; KK137407.
- Whether you are a perfect 36, or a portly 88, you'll love this Profile bread. (In Long Island star-journal, N. Y., Nov. 6, 1958, p.23) Appl. author: Ted Bates & Co., Inc. © 6Nov58; KK139027.
- Wonder Fiesta corn meal bread. Standard loaf min. net wt. 15 oz. © 2Jul58; KK137751.
- Wonder guide to complete nutrition; Wonder enriched bread. Appl. author: Ted Bates & Co., Inc. © 31Oct58; KK139025.
- You are invited to visit Tacoma's newly modernized Wonder bakery. Wonder enriched bread. (In Tacoma news tribune, Tacoma, Wash., Sept. 4, 1958, p.A6) Appl. author: Ted Bates & Co., Inc. © 4Sep58; KK137908.
- You are invited to visit Tacoma's newly modernized Wonder bakery. Wonder enriched bread. William J. Morley [and other employees] (In The Tacoma news tribune, Tacoma, Wash., Sept. 10, 1958, p.A6-A7) Appl. author: Ted Bates & Co., Inc. © 10Sep58; KK137910.
- You are invited to visit the fabulous new Wonder bakery, the most modern in Oklahoma. Wonder bread; Hostess cakes. (In The Tulsa tribune, Tulsa, Okla., July 10, 1958, p.14-15) Appl. author: Ted Bates & Co., Inc. © 10Jul58; KK136435.
- You may be petite, or pleasantly plump, but you'll love this Profile bread. (In Daily news, New York, Nov. 13, 1958, p.61) Appl. author: Ted Bates & Co., Inc. © 13Nov58; KK139340.
- Your favorite sandwich bread now in cellophane; Wonder. (In Wichita beacon, Wichita, Kan., July 10, 1958, p.C3) Appl. author: Ted Bates & Co., Inc. © 10Jul58; KK136433.
- Your favorite sandwich bread now in cellophane; Wonder enriched bread. (In Argus leader, Sioux Falls, S. D., Aug. 13, 1958, p.12) Appl. author: Ted Bates & Co., Inc. © 13Aug58; KK137214.
- CONTINENTAL CAN CO., INC. © Our Pride iceberg lettuce. Appl. author: Peter Koelbl. © 23Sep58; KK138302.
- CONTRACT DIVISION, TELEX, INC. SEE Telex, Inc.
- COOK, CHARLES WILLIAM. © Mt. Whitney fishermen's oil. Original [fish]er[man] © 10Jul58; KK135658.
- COPYRIGHTED DESIGN, UNLIMITED. Artistix; a fresh new jewelry concept in which the mounting itself becomes the essential element. © Philip L. Canville & Douglas Le Tendre d.b.a. Copyrighted Design, Unlimited; 3Jul58; KK138808.
- CORK SPECIALTY CO. © Protect your furniture with all purpose Korkies, cork-mats. Style no.M-10. © 14Nov58; KK138831.
- COSSMAN (E. JOSEPH) & CO. © Cossman does it again; big game wild animal trophies. Not a kit, but in full form. Royal Bengal tiger [and 2 other] trophies. Appl. author: E. Joseph Cossman. © 2Sep58; KK137370.
- Cossman's latest sensation; wild cats. The new accessory for car, boat or cycle. Royal Bengal tiger [and 2 other models] Appl. author: E. Joseph Cossman. © 23Oct58; KK138337.
- Wild cats, the crazy new accessory; for auto, cycle, for boat, den. Appl. author: E. Joseph Cossman. © 7Nov58; KK138802.
- Zodiac coasters. Appl. author: E. Joseph Cossman. © 2Sep58; KK137371.
- COTT BEVERAGE CORP. © The Cott Quality Cop says: Vodka & gin drinks taste even better with Cott. Grapefruit & lemon soda, half & half. (In Daily news, New York, July 31, 1958, p.39) © 31Jul58; KK137851.
- The Cott Quality Cop says: You don't gamble on flavor when you buy Cott. Black raspberry soda. (In Daily news, New York, July 24, 1958, Kings section, p.41) © 24Jul58; KK136700.
- The Cott quality cop says: You don't gamble on flavor when you buy Cott. (In Daily news, New York, July 17, 1958, p.41) © 17Jul58; KK135832.
- More for your money; New York's only full 32 oz. qt. Quality Cop. Ginger ale. (In Daily news, New York, Oct. 2, 1958, p.39) © 2Oct58; KK137720.
- Quality protected; extra dry, less sweet. Quality cop. Ginger ale. (In Daily news, New York, Aug. 28, 1958, p.43) © 28Aug58; KK137076.
- Quality protected; from tree to bottle Cott Quality Cops are on the job every step of the way. Black cherry soda. (In Daily news, New York, Aug. 21, 1958, p.41) © 21Aug58; KK136729.
- Quality protected; vodka & gin drinks taste even better with Cott. Ginger ale; orange dry; half & half. (In Daily news, New York, Aug. 14, 1958, p.31) © 14Aug58; KK137852.
- Quality protected from vine to bottle. Quality Cop. Black raspberry soda. (In Daily news, New York, Sept. 4, 1958, p.73) © 4Sep58; KK136914.
- Quality protected from vine to bottle. Quality Cop. Grape soda. (In Daily news, New York, Sept. 11, 1958, p.49) © 11Sep58; KK137408.
- COTY, INC. © L'Aimant; nothing makes a woman more feminine to a man. L'Aimant mist. (Veil) (In Playbill, June 2, 1958, p.12) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 2Jun58; KK136213.
- Beautiful things happen to a Coty girl, and, oh, what a beautiful feeling when Coty 24 glides onto her lips. (Dancing) (In Seventeen, May 1958, p.24) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 1May58; KK136210.
- Beautiful things happen to a Coty girl when one puff of Air Spun face powder ... when Coty 24 carresses her lips ... when she lives in the scented excitement of L'Aimant Mist. Girl with mirror. (In Vogue beauty book 1958, p.17) Appl. author: Batten, Barton, Durstine & Osborn, Inc. NM: revision. © 21Aug58; KK139168.
- Beautiful things happen to a Coty girl when she creates her own romantic air with L'Aimant toilet water. (Carousel) (In Seventeen, June 1958, p.44) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 1Jun58; KK136212.
- For the first time, that wonderful loose powder look captured in a compact; French Flair. (In McCall's, Oct. 1958, p.59) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 25Sep58; KK139167.
- A plum-luscious scarlet with a kick in it; French Spice. For lips with a taste for adventure. (In Charm, Sept. 1958, p.96) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 20Aug58; KK139169.
- There's love in the air when you're in Coty Muguet des Bois; take a flower shower in Muguet des Bois toilet water. (In Vogue, May 1, 1958) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 1May58; KK136205.
- You feel it, your lips show it, you know it; you're beautiful with Coty 24 lipstick. (In Vogue, Apr. 15, 1958) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 15Apr58; KK136203.
- You look more beautiful floating through summer in a fragrance by Coty. (In Harper's bazaar, June 1958) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 1Jun58; KK136204.
- COULTER INDUSTRIAL SALES CO. © Coulter counter for particle content and size distribution. Bulletin A-2. NM: additions. © 9Sep58; KK138671.

CRAMER-KRASSELT CO. ©

Announcing a full-color lithographic outdoor bank poster service, 24-sheet posters. Here are the 8 designs featured for 1958. Designs no.101-108. © 11Aug58; KK136507.

CRANE, KAY. ©

Beauty-Muffs; used by all the best professional hairdressers. This box contains five hundred. © 8May58; KK135530.

CREAM OF WHEAT CORP. ©

Colder tomorrow? That's Cream of Wheat weather; guard your family with hot Cream of Wheat. [Girl helping little boy into house] (In Modern romances, Nov. 1958, p.55) © 7Oct58; KK138379.

Colder tomorrow? That's Cream of Wheat weather; guard your family with hot Cream of Wheat. [Little girl warming hand of little child sitting on sled in snow] (In True story, Dec. 1958, p.63) © 11Nov58; KK138711.

Colder tomorrow? That's Cream of Wheat weather; guard your family with hot Cream of Wheat. [Little girl with clasped hands] (In Modern romances, Oct. 1958, p.49) © 26Aug58; KK137211.

CREATIVE ENTERPRISES, INC. ©

Paint-A-Card; paint your own Christmas cards. Just follow the numbers, anyone can do it. 58 piece kit. Appl. authors: Lloyd Birmingham & J. Miller Pope. © 18Jul58; KK139298.

Paint-A-Card; with this kit anyone can paint their own Christmas cards. Follows the trend of ... paint-by-the-numbers kits. Appl. authors: Lloyd Birmingham & J. Miller Pope. © 18Jul58; KK139299.

CREDIT PLATE ASSN., INC. ©

For your personal convenience, here is your new, new, new Cred-A-Matic credit plate. © 27Mar58 (in notice: 1957); KK135586.

Yours now, a new world of credit convenience; apply now for ... Puget Sound National Bank's charge-it-to-the-bank plan. Cred-a-matic. © 15Jul58; KK136888.

Yours now, a new world of credit convenience; now that you are a member of the Puget Sound National Bank's charge-it-to-the-bank plan, we are happy to present you with ... your new Cred-a-matic personal credit plate. © 15Jul58; KK136889.

CRESCENDOE GLOVES, INC. ©

Born in our Paris atelier, these Crescendoes live lives of vivid excitement on your hands. (In Vogue, Oct. 1, 1958, p.77) Appl. author: Leber & Katz, Inc. © 30Sep58; KK137994.

Chin up, dear, my gloves really cost little, because I wear them three ways. (In Harper's bazaar, Nov. 1958, p.67) Appl. author: Leber & Katz, Inc. © 30Oct58; KK138471.

The Paris-born glove spiked with black grosgrain. (In The New Yorker, Sept. 20, 1958, p.126) Appl. author: Leber & Katz, Inc. © 18Sep58; KK137346.

Youngloves for Miss Crescendoe. Slender gloves, lovingly leather-tailored for young hands. Loulie; Arpege. (In Charm, Sept. 1958, p.50) Appl. author: Leber & Katz, Inc. © 21Aug58; KK137129.

CRESCENT CO., INC. ©

Automotive wire and cable; Wiry Joe. Catalog 115. © 1Jul58; KK138236.

CRESTLINE INDUSTRIES. ©

Ironing caddy. Item no.050. Form no.282. Appl. author: Zepha Bogert. © 1Sep58; KK137707.

CROSS-OUT ADVERTISING CO., INC. ©

And more and more people are playing Acme's sensational Cross-Out game. (In Akron beacon journal, July 24, 1958, p.22) NM: changes & additions. © 24Jul58; KK138741.

Another dream come true, a new mink of her own; truly a wonderful prize playing Albers Cross-Out game. Albers Colonial Stores. (In The Cincinnati post, May 15, 1958, p.26) NM: changes & additions. © 15May58; KK136961.

Cross-Out game; many lucky winners have already received their prizes. Albers Colonial Stores. (In Cincinnati post, Apr. 3, 1958, p.14) NM: changes & additions. © 3Apr58; KK136955.

Cross-Out game; over 20,000 prizes free, worth over \$200,000. Colonial Stores. (In The Atlanta journal, Mar. 13, 1958, p.8F-9F) NM: changes & additions. © 13Mar58; KK136953.

Cross-Out game; win prizes worth \$200,000. Colonial Stop & Shop. (In The Indianapolis news, May 15, 1958, p.38-39) NM: changes & additions. © 15May58; KK135921.

Cross-Out game no.10. Acme Super Markets. (In Times-leader, Wilkes-Barre, Pa., June 12, 1958, p.7) NM: changes & additions. © 12Jun58; KK136964.

Cross-Out, the big Safeway gold bond fun game. Fifth big game. (In The Arizona republic, Phoenix, Ariz., Sept. 3, 1958, p.19) NM: changes & additions. © 3Sep58; KK138737.

Cross-Out, the big Safeway gold bond fun game; fifth game. (In The Arizona republic, Phoenix, Ariz., Sept. 5, 1958, p.42) NM: changes & additions. © 5Sep58; KK138699.

E. V. T. means better meat buys. Win \$1,000 mink stole, play Cross-Out. Jewel Food Stores. (In The Waukegan news-sun, Jan. 9, 1958, p.39) NM: changes & additions. © 9Jan58 (in notice: 1957); KK135352.

Final week; play Cross-Out. Final week to get Cross-Out game cards. Colonial Stores. (In The Raleigh times, Raleigh, N. C., June 11, 1958, p.21) NM: changes & additions. © 11Jun58; KK136963.

Final week; play Cross-Out. This is the last week to get Cross-Out game cards at Colonial Stores. (In Oxford public ledger, Oxford, N. C., June 13, 1958, p.4) NM: changes & additions. © 13Jun58; KK136968.

Final week to play Acme's fabulous Cross-Out game. (In Akron beacon journal, Aug. 18, 1958, p.5) NM: changes & additions. © 18Aug58; KK138613.

Free, over 20,000 prizes worth over \$200,000 in Colonial Stores' fabulous new game, Cross-Out. (In The Columbia record, Columbia, S. C., Mar. 13, 1958, p.4-C--5-C) NM: changes & additions. © 13Mar58; KK136954.

Free, \$35,000 in prizes; back by popular demand, Cross-Out. Game no.1. Acme Super Markets. (In Syracuse herald-journal, Sept. 18, 1958, p.23) NM: changes & additions. © 18Sep58; KK138734.

Fun to play, easy to win; over \$200,000 worth of free prizes. Here is ... Cross-Out game numbers.

Colonial Stores. (In The News & observer, Raleigh, N. C., May 16, 1958, p.29) NM: changes & additions. © 16May58; KK135925.

Fun to play, easy to win; over \$200,000 worth of free prizes. Here is ... new Cross-Out game numbers. Colonial Stores. (In The Raleigh times, Raleigh, N. C., May 14, 1958, p.27) NM: changes & additions. © 14May58; KK135923.

Here is this week's Cross-Out game; you may have a winner. Play game no.9. Acme. (In Akron beacon journal, July 31, 1958, p.30) NM: changes & additions. © 31Jul58; KK138733.

Here is your eighth game of Cross-Out. Safeway. (In Dallas times herald, Sept. 18, 1958, p.E-9) NM: changes & additions. © 18Sep58; KK138744.

Here is your seventh game of Cross-Out. Safeway. (In Dallas times herald, Sept. 11, 1958, p.4-F) NM: changes & additions. © 11Sep58; KK138736.

Here's Acme's most sensational prize-packed game; Cross-Out. Here's ... no.2. (You too can be a winner) (In The Evening bulletin, Sept. 24, 1958, p.36) NM: changes & additions. © 24Sep58; KK138617.

Here's the second week in Safeway's big Cross-Out game. (In Dallas times herald, Aug. 7, 1958, p.4-D--5-D) NM: changes & additions. © 7Aug58; KK138691.

Here's your third Cross-Out game; more than 9,500 prizes, worth over \$95,000 in Safeway's Cross-Out game. (In Dallas times herald, Aug. 14, 1958, p.6-D) NM: changes & additions. © 14Aug58; KK138694.

Hurry, hurry, hurry, you may have a winner. Here are numbers for ... Cross-Out game. Albers Colonial Stores. (In The Columbus citizen, May 22, 1958, p.19) NM: changes & additions. © 22May58; KK135924.

It's fun, it's free, it's Acme's exciting new game; play Acme Super Markets Cross-Out. Game no.1. (In Rochester times-union, Sept. 18, 1958, p.40) NM: changes & additions. © 18Sep58; KK138702.

It's not too late to start playing; 7th game. Cross-Out. Acme Super Markets. (In Times-leader, Wilkes-Barre, Pa., May 22, 1958, p.19) NM: changes & additions. © 22May58; KK136960.

Join the fun; here is this week's Cross-Out game; you may have a winner. Acme. (In Akron beacon journal, July 17, 1958, p.28) NM: changes & additions. © 17Jul58; KK138610.

Join the fun, play Acme Cross-Out; wonderful, fabulous free prizes. (In Syracuse herald-journal, Mar. 20, 1958, p.25) NM: changes & additions. © 20Mar58; KK136956.

Last week to play Acme's fabulous Cross-Out game; it's not too late for you to be a winner. Play game no.12. (In Akron beacon journal, Aug. 21, 1958, p.31) NM: changes & additions. © 21Aug58; KK138696.

Look, you may win Acme's new 1958 Delray; save all Cross-Out cards. This week's Cross-Out game. (In Times-leader, Wilkes-Barre, Pa., June 19, 1958, p.10) NM: changes & additions. © 19Jun58; KK136965.

Lots of fun, a big surprise, 5 in a row for a valuable prize. Cross-Out game. Albers Colonial Stores. (In The Columbus citizen, May 15, 1958, p.19) NM: changes & additions. © 15May58; KK135920.

Many more prizes still to be given free in the exciting Cross-Out game. Colonial Stores. (In The Raleigh times, Raleigh, N. C., Apr. 17, 1958, p.21) NM: changes & additions. © 17Apr58; KK135347.

More fun than a circus; again Fisher Foods brings fun and prizes for the whole family with Cross-Out game. (In Youngstown vindicator, Youngstown, Ohio, Sept. 15, 1958, p.26) NM: changes & additions. © 15Sep58; KK138616.

More than 9,500 prizes, worth over \$95,000.00; play Safeway's Cross-Out game. Game nos. 1-6. (In Dallas times herald, Sept. 4, 1958, p.4-D-5-D) NM: changes & additions. © 4Sep58; KK138698.

Over 20,000 prizes given free in Albers Cross-Out game. Albers Colonial Stores. (In The Cincinnati post, Mar. 6, 1958, p.14) NM: changes & additions. © 6Mar58; KK136958.

Over 20,000 prizes given free in Colonial-Albers Cross-Out game. (In The Cincinnati post, Mar. 3, 1958, p.16) NM: changes & additions. © 3Mar58; KK136959.

Play Acme Cross-Out; 1,500 prizes, worth \$15,000. (In Akron beacon journal, July 14, 1958, p.7) NM: changes & additions. © 14Jul58; KK138609.

Play Acme Cross-Out; free, \$4,000 in prizes. Game no.2. (In Rochester times-union, Sept. 25, 1958, p.43) NM: changes & additions. © 25Sep58; KK138705.

Play Acme Cross-Out; there's ... 1500 prizes, worth \$15,000. Game no.10. (In Akron beacon journal, Aug. 7, 1958, p.18) NM: changes & additions. © 7Aug58; KK138692.

Play Acme's fabulous Cross-Out game; 1500 prizes, worth \$15,000. (In Akron beacon journal, July 21, 1958, p.5) NM: changes & additions. © 21Jul58; KK138689.

Play Colonial's new game, Cross-Out. (In The Columbia record, Columbia, S. C., Mar. 20, 1958, p.1-C) NM: changes & additions. © 20Mar58; KK136957.

Play Cross-Out; game no.9. Acme. (In Akron beacon journal, July 28, 1958, p.5) NM: changes & additions. © 28Jul58; KK138690.

Play Cross-Out; here's this week's set of new game numbers. Colonial Stores. (In Oxford public ledger, Oxford, N. C., June 6, 1958, p.4) NM: changes & additions. © 6Jun58; KK136966.

Play Cross-Out; offered exclusively to the Akron-Canton area. Here's this week's Cross-Out game. (In Akron beacon journal, July 7, 1958, p.5) NM: changes & additions. © 7Jul58; KK136967.

Play Cross-Out; over 1,500 prizes, worth over \$13,000. Sixth big game. Safeway. (In The Phoenix gazette, Sept. 9, 1958, p.10-11) NM: changes & additions. © 9Sep58; KK138615.

Play Cross-Out; 6th big game. Safeway. (In The Arizona republic, Sept. 12, 1958, p.23) NM: changes & additions. © 12Sep58; KK138701.

Play Cross-Out; still time to play, still time to win. Colonial Stores. (In Oxford public ledger, Oxford, N. C., May 30, 1958, p.7) NM: changes & additions. © 30May58; KK136952.

Play Cross-Out; still time to win. L. R. Fanning [and 16 other] winners. Colonial Stores. (In The Columbia record, Columbia, S. C., May 22, 1958, p.5-C) NM: changes & additions. © 22May58; KK135928.

Play Cross-Out; this is the final game. Still time to win. Albers Colonial Stores. (In The Cincinnati post, May 22, 1958, p.23) NM: changes & additions. © 22May58; KK135927.

Play Cross-Out; win free prizes. Play the most popular game in town. (In Syracuse herald-journal, Mar. 27, 1958, p.21) NM: changes & additions. © 27Mar58; KK138897.

Play Cross-Out game no.3. National Food Stores. (In Memphis press-scuttler, Sept. 11, 1958, p.7) NM: changes & additions. © 11Sep58; KK138746.

Play Cross-Out game no.3. National Food Stores. (In The Commercial appeal, Memphis, Sept. 12, 1958, p.23) NM: changes & additions. © 12Sep58; KK138738.

Play Cross-Out game no.11. Acme. (In Akron beacon journal, Aug. 11, 1958, p.7) NM: changes & additions. © 11Aug58; KK138742.

Play First National Stores radio Cross-Out game. NM: changes & additions. © 27Aug58; KK136753.

Play for fun and profit; free awards worth more than \$200,000. Cross-Out game. Colonial Stores. (In Oxford public ledger, Oxford, N. C., May 9, 1958, p.2) NM: changes & additions. © 9May58; KK135919.

Play Gold Bond Cross-Out game. Keep this card; good for 8 weeks. NM: changes & additions. © 4Aug58; KK138842.

Play National Food Stores Cross-Out game. Keep this card; good for 12 weeks. NM: changes & additions. © 14Aug58; KK138693.

Play Nu-Way Cross-Out; free, \$38,000 in prizes plus a 1959 Ford. Game no.2. (In Buffalo evening news, Sept. 25, 1958, section 2, p.24-25) NM: changes & additions. © 25Sep58; KK138739.

Play Safeway's Cross-Out game. Game number 9. (In The Amarillo globe-times, Amarillo, Tex., Sept. 25, 1958, p.4-5) NM: changes & additions. © 25Sep58; KK138703.

Play Safeway's Cross-Out game. Here's your 1st. Cross-Out game. (In Deseret news & telegram, Salt Lake City, Sept. 4, 1958, p.8A-9A) NM: changes & additions. © 4Sep58; KK138745.

Play Safeway's Cross-Out game; more than 3,000 prizes worth over \$32,000. (In Deseret news & telegram, Salt Lake City, Sept. 18, 1958, p.10c-11c) NM: changes & additions. © 18Sep58; KK138726.

Play Safeway's Cross-Out game; 9,500 prizes, worth \$95,000. Game no.1. (In The Amarillo globe-times, Amarillo, Tex., July 31, 1958, p.4-5) NM: changes & additions. © 31Jul58; KK138743.

Play Safeway's Cross-Out game; 9,500 prizes, worth \$95,000. Game no.1. (In The Amarillo globe-times, Amarillo, Tex., Aug. 5, 1958, p.6-7) NM: changes & additions. © 5Aug58; KK138611.

Play Safeway's Cross-Out game; 9,500 prizes, worth \$95,000. Game nos.1-4. (In The Amarillo globe-times, Aug. 20, 1958, p.4-5) NM: changes & additions. © 20Aug58; KK138695.

Play Safeway's Cross-Out game; second week. (In Deseret news & telegram, Salt Lake City, Sept. 11, 1958, p.18c) NM: changes & additions. © 11Sep58; KK138700.

Play Safeway's new Cross-Out game; 9,500 prizes, worth \$95,000. Game no.3. (In The Amarillo globe-times, Aug. 14, 1958, p.4-5) NM: changes & additions. © 14Aug58; KK138612.

Safeway's Cross-Out game; over \$95,000.00 in prizes. Here is ... number nine. (In Dallas times herald, Sept. 25, 1958, p.G-3) NM: changes & additions. © 25Sep58; KK138704.

Safeway's Cross-Out game no.8. 9500 prizes worth \$95,000.00. (In The Amarillo globe-times, Amarillo, Tex., Sept. 18, 1958, p.5) NM: changes & additions. © 18Sep58; KK138732.

2nd big week of National Food Stores Cross-Out game. (In Memphis press-scuttler, Sept. 4, 1958, p.5) NM: changes & additions. © 4Sep58; KK138697.

2nd big week of National Food Stores' Cross-Out game. (In The Commercial appeal, Memphis, Sept. 5, 1958, p.18) NM: changes & additions. © 5Sep58; KK138740.

Sensational; play Safeway's Cross-Out game. (In The Salt Lake tribune, Sept. 7, 1958, p.A13) NM: changes & additions. © 7Sep58; KK138614.

Share in over \$200,000 worth of free prizes; play Cross-Out for fun and profit. Colonial Stores. (In Oxford public ledger, Oxford, N. C., May 16, 1958, p.2) NM: changes & additions. © 16May58; KK135918.

Shop at Jewel for your best lamb buy. Mrs. Frank Korevec ... wins \$1,000 mink stole playing Jewel Cross-Out. Jewel Food Stores. (In The Waukegan news-sun, Jan. 23, 1958, p.29) NM: changes & additions. © 23Jan58 (in notice: 1957); KK135354.

Still time to play; many more prizes to be won. Cross-Out. Colonial Stores. (In The Raleigh times, Raleigh, N. C., May 21, 1958, p.7) NM: changes & additions. © 21May58; KK135922.

Still time to play Colonial's prize-filled game; Cross-Out. (In The Raleigh times, Raleigh, N. C., June 4, 1958, p.25) NM: changes & additions. © 4Jun58; KK136962.

Still time to win; over 20,000 free prizes to be won, play Cross-Out. Colonial Stores. (In The Columbia record, Columbia, S. C., May 15, 1958, p.4-C) NM: changes & additions. © 15May58; KK135930.

There's still time for you to win in Acme's fabulous Cross-Out game; you may win one of these wonderful free prizes. (In Akron beacon journal, Aug. 14, 1958, p.32-33) © 14Aug58; KK138747.

This week, another new Cross-Out game. Colonial Stores. (In The Raleigh times, Raleigh, N. C., May 7, 1958, p.7) NM: changes & additions. © 7May58; KK135929.

This week play Cross-Out game no.10. Acme. (In Akron beacon journal, Aug. 4, 1958, p.5) NM: changes & additions. © 4Aug58; KK138735.

We're headin' for the last roundup; Cross-Out game winners. Colonial Stop & Shop. (In The Indianapolis news, May 22, 1958, p.33) NM: changes & additions. © 22May58; KK135926.

CROSS-OUT ADVERTISING CO., INC.

Cont'd.

What Jewel E.V.T. meat means to you; it's fun to play Jewel Cross-Out. Jewel Food Stores. (In The Waukegan news-sun, Jan. 2, 1958, p.31) NM: changes & additions. © 2Jan58 (in notice: 1957); KK135353.

CROSSETT CHEMICAL CO, a division of the CROSSETT CO. SEE Crossett Co.

CROSSETT CO.

Royal Oak charcoal. 5 lbs. net. © Crossett Chemical Co., a division of the Crossett Co.; 20Oct58; KK138620.

Royal Oak charcoal briquets. 10 lbs. net. © Crossett Chemical Co., a division of Crossett Co.; 20Oct58; KK139304.

CROWN ZELLERBACH CORP. ©

Boysenberries; no.531 vignette. Glosseal. © 1Jun58; KK136137.

Chopped collard greens; no.515 vignette. Glosseal. Net weight 12 oz. © 1Jul58; KK136133.

Coconut custard pie; no.466 vignette. Glosseal. © 1Jun58; KK136138.

Creamed corn; no.564 vignette. Glosseal. © 1Jun58; KK136134.

Quarters and halves, artichoke hearts; no.562 vignette. Glosseal. Net weight 9 ozs. © 1Sep58; KK137811.

Sold and still selling; increased sales by design. Blue Bell potato chips. © Crown Zellerbach, Western-Waxide Division; 15Mar58; KK136132.

Sold and still selling; increased sales by design. Borden's Daisy ice cream bar. © Crown Zellerbach, Western-Waxide Division; 10Oct58; KK138351.

Sold and still selling; increased sales by design. Clover Club potato chips. © Crown Zellerbach, Western-Waxide Division; 10Oct58; KK138348.

Sold and still selling; increased sales by design. Franz butter-nut enriched bread. © Crown Zellerbach, Western-Waxide Division; 10Oct58; KK138350.

Sold and still selling; increased sales by design. Frosty Acres fresh frozen broccoli spears. © Crown Zellerbach, Western-Waxide Division; 10Oct58; KK138353.

Sold and still selling; increased sales by design. Lancaster brand beef dinner. © Crown Zellerbach, Western-Waxide Division; 10Oct58; KK138352.

Sold and still selling; increased sales by design. Large Langendorf white enriched bread. © Crown Zellerbach, Western-Waxide Division; 1Jun58; KK136135.

Sold and still selling; increased sales by design. Libby's frozen tuna and noodles. © Crown Zellerbach, Western-Waxide Division; 1Jun58; KK136131.

Sold and still selling; increased sales by design. Nalley's potato chips. © Crown Zellerbach, Western-Waxide Division; 10Oct58; KK138349.

Sold and still selling; increased sales by design. Stokely's finest green peas. © Crown Zellerbach, Western-Waxide Division; 10Oct58; KK138354.

Sold and still selling; increased sales by design. This Mullinix package billboards Morrell Pride bacon. © Crown Zellerbach, Western-Waxide Division; 1Jun58; KK136139.

Spaghetti and meat in sauce; no.472 vignette. Glosseal. © 1Aug58; KK137810.

Whole strawberries; no.509 vignette. Glosseal. © 1Jun58; KK136136.

CROWTHER, HEARL L. d.b.a. HERLINE PRODUCTS CO. SEE Herline Products Co.

CUDAHY PACKING CO. ©

Not just smoked but deep smoked; Puritan bacon. [Eggs &] bacon [in frying pan] (In The Denver post, Nov. 12, 1956, p.27) © 12Nov56; KK136995.

Not just smoked but deep smoked; Puritan bacon. Slices of bacon. (In The Denver post, Jan. 17, 1957, p.52) © 17Jan57; KK136994.

CULLEN, RONALD D. ©

The Mahoney Sash and Door Company. (Door Chart) 500 [and 69 other styles] © 60Oct58; KK138436.

CULLIGAN, INC. ©

Automatic water softeners for commercial, industrial and institutional needs. Appl. author: Donald Hintz. © 4Jun58; KK137085.

Commercial water softeners. Electrotimer automatic control model; single-lever manual control model. Appl. author: Donald Hintz. © 2Sep58; KK137084.

Heavy-duty industrial water softeners. Automatic models; manual models. Appl. author: Donald Hintz. © 2Sep58; KK137083.

Water filters, the efficient, low-cost way ... for industrial and commercial use. Cullcite or Cullisan; Cullar. Appl. author: Donald Hintz. © 2Sep58; KK137082.

CURRAN (FRANK J.) CO. ©

Cigarette well ashtray, African ashtray [and 4 other styles] © 16Oct58; KK138377.

CURTIS (HELENE) INDUSTRIES, INC. ©

Amazing new hair spray vanishes overnight, can't leave film; Tempo. [Endorsed by] June Roberts [and 2 others] (In Toledo blade, Oct. 29, 1958, p.31) Appl. author: McCann-Erickson, Inc. © 29Oct58; KK138546.

Announcing the world's first vanishing hair spray, Tempo. Choose from 3 types. (In The Detroit news, Aug. 19, 1958, p.23) Appl. author: McCann-Erickson, Inc. © 19Aug58; KK136913.

Announcing the world's first vanishing hair spray, Tempo. (In Chicago Sunday tribune magazine, Sept. 7, 1958, p.6) Appl. author: McCann-Erickson, Inc. © 7Sep58; KK137127.

Announcing the world's first vanishing hair spray, Tempo. (In The Springfield daily news, Springfield, Mass., Oct. 28, 1958, p.21) Appl. author: McCann-Erickson, Inc. © 28Oct58; KK138545.

Announcing the world's first vanishing hair spray; Tempo. (In The Wichita Sunday eagle, Apr. 27, 1958, p.10) Appl. author: McCann-Erickson, Inc. © 27Apr58; KK135971.

Hair spray discovery holds hair new film-free way; new Tempo vanishes overnight. [Endorsed by] Mr. John [and 2 others] (In Rochester democrat & chronicle, Rochester, N. Y., Oct. 29, 1958, p.24) Appl. author: McCann-Erickson, Inc. © 29Oct58; KK138547.

This morning Helene Curtis made all other shampoos obsolete; new, your hair can be dandruff free. Finesse. (In Empire magazine (Denver post) July 13, 1958, p.26) Appl. author: McCann-Erickson, Inc. © 13Jul58; KK135911.

CURTIS COMPANIES, INC.

Brighten every day with a modern kitchen; put yourself in a new Curtis Fashionwood kitchen. © Fashionwood Kitchens, a division of Curtis Companies, Inc.; 1Jul58; KK135501.

CUSTOM FINISHERS GUILD.

Finish Feeder facts for antiques dealers; vol.2, no.2. NM: new text. © Albert Y. Woodward d.b.a. Custom Finishers Guild; 24Jul58; KK136184.

CUTHBERTSON (J. THEODORE) INC. ©

Embroidered clergy stoles. ST-662 [and other] embroidery designs. Appl. author: Lee Ramsdell & Co., Inc. © 10Oct58; KK137747.

Embroidered pulpit and lectern antependia. PN-548 [and other] altar paraments. Appl. author: Lee Ramsdell & Co., Inc. © 10Oct58; KK137748.

Embroidered superfrontals. SFN-77 [and other] altar paraments. Appl. author: Lee Ramsdell & Co., Inc. © 10Oct58; KK137749.

Funeral palls. Arrangements 1-6 & other] designs. Appl. author: Lee Ramsdell & Co., Inc. © 10Oct58; KK137746.

New values in church cushions and pew seating; church kneelers and pew seat cushions. No.800-4 [and other styles] Appl. author: Lee Ramsdell & Co., Inc. © 25Sep58; KK137745.

CUTLAS TOOL & MANUFACTURING CO. ©

Sensational, quick change automatic axle positioning for all Jeep vehicles; power-lock free-wheeling ... hubs. Model WL-6 will fit any ... Jeep 4-wheel drive vehicle. © 2May58; KK136412.

CYCLO MANUFACTURING CO. ©

At last, an Air Force approved way to polish aircraft by machine; Cyclo polisher. Appl. author: Ronald C. Riepe. © 24Jul58; KK138707.

CZELA, pseud. SEE Jaccard, Czela.

D

DAIRYMEN'S LEAGUE CO-OPERATIVE ASSN., INC. ©

Dairylea ice cream; butterscotch revel. One half gallon liquid. Appl. author: Raymond F. Peasback. © 21Jul58; KK137451.

DAIRYPAK, INC. ©

An aristocrat among flavors. Handy-Serv. Terr. des. 1017. One half gallon liquid. © 22Aug58; KK137372.

DALE & FINKELS, INC.

Dacron in a sweater captured at last; it's called Madjik. Miss Gotham. (In Women's wear daily, Apr. 16, 1958, p.47) © Dale & Finkels, Inc. & Max Guttman & David Guttman d.b.a. Miss Gotham; 16Apr58; KK136545.

DALLAS IRON & WIRE WORKS, INC. ©
Another successful drive-in endorses
Kar Kovers. Check average up to
10% ... we made a wise investment
... says Paul Beck. (In Drive-in
magazine, Sept. 1958, p.4) Appl.
author: Leighton Garland Dotson.
© 3Sep58; KK137070.

Another successful drive-in endorses
Kar Kovers. Sully's drive-in.
(In Drive-in magazine, Nov. 1958,
p.29) Appl. author: Leighton G.
Dotson. © 3Nov58; KK138948.

Ho Do's, another successful drive
in endorses Kar Kovers. [Endorsed
by] J. A. Jim Wegmann. (In Drive-
in magazine, July 1958, p.12)
Appl. author: Leighton Garland
Dotson. © 2Jul58; KK135750.

DAN DEE PRETZEL & POTATO CHIP CO. ©
Golden Wave; fresh potato waves.
Net wt. 7 ozs. © 8Oct58;
KK138441.

DANA PERFUMES CORP. ©
Ambush, the tender trap. (In Charm,
Dec. 1957, p.22) Appl. author:
Caples Co. NM: photo. © 20Nov57;
KK135965.

Danita, a sparkling new fragrance to
wear like a garland of fresh
flowers. (In The New Yorker,
Apr. 19, 1958, p.54) Appl. au-
thor: Irving Serwer Advertising,
Inc. © 17Apr58; KK135401.

Spray on your own secret image of
yourself with Dana's exciting
fragrances. (In Mademoiselle,
June 1958, p.16) Appl. author:
Irving Serwer Advertising, Inc.
© 29May58; KK135402.

DANBY FARM.
Another note from Patton's Barbara L.
(In The Western horseman, Nov.
1958, p.28) © Danby Farm, solely
owned by Daniel Langfeld & Beatrice
Langfeld; 25Oct58; KK138468.

How do you do? I'm Patton's
Barbara L.37771. (In The Western
horseman, Oct. 1958, p.18)
© Danby Farm, solely owned by
Daniel Langfeld & Beatrice Langfeld;
25Sep58; KK137617.

National grand champion Patton
L.22400 says: Come to the farm to
choose your ponies from Danby's
pastures. (In The Western horse-
man, Sept. 1958, p.97) © Danby
Farm, solely owned by Daniel Lang-
feld & Beatrice Langfeld; 25Aug58;
KK137160.

Raise Shetlands for pleasure and
profit. Patton L. 22400. (In The
Western horseman, Oct. 1958, p.35)
© Danby Farm, solely owned by
Daniel Langfeld & Beatrice Langfeld;
25Sep58; KK137616.

DANDY MATTRESS CORP. ©
The official seal of approval by the
Chiropractic Association of New
York, Inc. for the Dandy Chiro-
practic. © 17Sep58; KK137526.

DANIEL (JACK) DISTILLERY.
About the shortage of Jack Daniel's.
(In Maryland-Washington-Delaware
beverage journal, Sept. 1958, p.17)
Appl. author: Robert De Havilland.
© Jack Daniel Distillery, Lem Mot-
low, Prop., Inc.; 1Sep58;
KK139358.

About the shortage of Jack Daniel's;
no other whiskey is charcoal mel-
lowed the old Tennessee way. (In
Club management, June 1958, p.12)
Appl. author: Robert De Havilland.
© Jack Daniel Distillery, Lem Mot-
low, Prop., Inc.; 1Jun58;
KK137185.

Deep in the limestone heart of a
Tennessee hill; Old no.7 brand
quality Tennessee sour mash whisky.
(In Time, Oct. 6, 1958, p.47)
Appl. author: Robert De Havilland.
© Jack Daniel Distillery, Lem Mot-
low, Prop., Inc.; 30Oct58; KK139357.

In the smoky haze of the hollow ...
we can see Jack Daniel. Old no.7;
Tennessee sour mash whiskey. (In
Time, Sept. 15, 1958, p.97) Appl.
author: Robert De Havilland.
© Jack Daniel Distillery, Lem
Motlow, Prop., Inc. © 12Sep58;
KK137605.

In the smoky haze of The Hollow ...
we can see Jack Daniel watching us.
Old no.7; Tennessee sour mash whis-
key. (In Chicago daily sun-times,
Oct. 9, 1958, p.82) Appl. author:
Robert De Havilland. © Jack Daniel
Distillery, Lem Motlow, Prop., Inc.;
9Oct58; KK139551.

Old Tennessee whiskey makers fondly
remember this sight. Old no.7;
Tennessee sour mash whiskey. (In
Time, June 9, 1958, p.10) Appl.
author: Robert De Havilland.
© Jack Daniel Distillery, Lem
Motlow, Prop., Inc.; 7Jun58;
KK136683.

A Tennessee whiskey tree. Old no.7.
(In The Dallas morning news,
Nov. 6, 1958, section 2, p.5)
Appl. author: Robert De Havilland.
© Jack Daniel Distillery, Lem
Motlow, Prop., Inc.; 6Nov58;
KK139628.

To help you answer your customer's
questions about the shortage of
Jack Daniel's. (In Beverage media,
Oct. 1958, metropolitan ed.,
p.126-127) Appl. author: Robert
De Havilland. © Jack Daniel Dis-
tillery, Lem Motlow, Prop., Inc.;
25Sep58; KK139360.

To our good friends who sometimes
can't get Jack Daniel's. Old no.7;
Tennessee sour mash whiskey. (In
San Francisco examiner, Sept. 23,
1958, section 2, p.9) Appl. au-
thor: Robert De Havilland. © Jack
Daniel Distillery, Lem Motlow,
Prop., Inc.; 23Sep58; KK139549.

To the valued friends of Jack
Daniel's, holiday greetings from
the hollow. (In Holiday, Dec.
1958, p.15) Appl. author: Robert
De Havilland. © Jack Daniel Dis-
tillery, Lem Motlow, Prop., Inc.;
15Nov58; KK139412.

A tradition lives here. Old no.7;
Tennessee sour mash whiskey. (In
Los Angeles herald-express, May 14,
1957, p.D-4) Appl. author: Dean
Pennington. © Jack Daniel Distill-
ery, Lem Motlow, Prop., Inc.;
14May57; KK136989.

DAPRATO STATUARY CO.
Daprato art bulletin. Appl. au-
thor: Paul A. Rigali. © Daprato
Statuary Co., parent firm of Da-
prato.
No.
261. © 15Nov58; KK139300.

DAVIS (H. E.) SHOE CO. ©
Majestic shoes; genuine Goodyear
welt. Appl. author: M. B. Claff &
Sons, Inc. © 14Nov58; KK138966.

Marathon shoes; miles of wear in
every pair. Appl. author:
M. B. Claff & Sons, Inc.
© 24Apr58; KK135815.

Marathon work shoes; miles of wear
in every pair. Appl. author:
M. B. Claff & Sons, Inc.
© 24Apr58; KK135816.

DAY-BRITE LIGHTING, INC. ©
All-white parabolic troffer with
baked white louvers. Section 20,
sheet AD-5B. Appl. author:
Day-Brite Lighting, Inc., employer
for hire of L. J. Rozier.
© 10Oct58; KK137728.

CFI industrial fixtures help stop
troubles before they start. (In
Factory management & maintenance,
Aug. 1958, p.228) Appl. author:
Day-Brite Lighting, Inc., employer
for hire of L. J. Rozier.
© 1Aug58; KK137937.

A credit to your business judgment.
Recessed Mobilux. (In Management
methods, Oct. 1958, p.4) Appl.
author: Day-Brite Lighting, Inc.,
employer for hire of L. J. Rozier.
© 30Sep58; KK138091.

Custom-built lighting appearance at
minimum cost; relight with Daylume.
(In Today's business, Oct. 1958,
p.21) Appl. author: Day-Brite
Lighting, Inc., employer for hire
of L. J. Rozier. © 20Sep58;
KK137727.

Day-Brite lighting adapted to area
function. Mobilux; Duo-Frame;
Corralumes. (In Consulting
engineer, Aug. 1958, p.54-55)
Appl. author: Day-Brite Lighting,
Inc., employer for hire of L. J.
Rozier. © 1Aug58; KK138637.

Day-Brite lighting and money-saving
efficiency go together. George A.
Denner. (In Electrical construc-
tion & maintenance, Aug. 1958,
p.56-57) Appl. author: Day-Brite
Lighting, Inc., employer for hire
of L. J. Rozier. © 11Aug58;
KK137938.

Day-Brite lighting for effects and
effectiveness. Here you see ...
Mobilux; in it's general office,
Day-Brite Luvex; corridors seem
more open ... with Corralumes.
(In Newsweek, July 21, 1958, p.51)
Appl. author: Day-Brite Lighting,
Inc., employer for hire of L. J.
Rozier. © 16Jul58; KK138095.

Day-Brite lighting for schools.
Luvex; Corralouvers. (In Archi-
tectural record, Aug. 1958,
p.254-255) Appl. author: Day-
Brite Lighting, Inc., employer for
hire of L. J. Rozier. © 5Aug58;
KK138669.

Day-Brite lighting found where
ceilings work hardest. Recessed
Daylume. (In Newsweek, Sept. 15,
1958, p.73) Appl. author: Day-
Brite Lighting, Inc., employer for
hire of L. J. Rozier. © 10Sep58;
KK138093.

Day-Brite Lighting pays off for
General Electric in these 3 ways.
CFI-10. (In Factory management &
maintenance, Oct. 1958, p.44)
Appl. author: Day-Brite Lighting,
Inc., employer for hire of L. J.
Rozier. © 30Oct58; KK138079.

Day-Brite lighting, the enlightened
choice in fixtures. Mobilux. (In
Newsweek, Aug. 18, 1958, p.83)
Appl. author: Day-Brite Lighting,
Inc., employer for hire of L. J.
Rozier. © 13Aug58; KK138094.

Daylume Cleartex plastic enclosures.
Section 10, sheet 63. Issued
July 1958. Appl. author: Day-
Brite Lighting, Inc., employer for
hire of L. J. Rozier. © 21Jul58;
KK136246.

Daylume Corning pattern 70 glass
enclosures. Section 10, sheet 65.
Issued July 1958. Appl. author:
Day-Brite Lighting, Inc., employer
for hire of L. J. Rozier.
© 21Jul58; KK136247.

DAY-BRITE LIGHTING, INC. Cont'd.

Daylume crestex plastic enclosures. Section 10, sheet 60. Issued July 1958. Appl. author: Day-Brite Lighting, Inc., employer for hire of L. J. Rozier. © 21Jul58; KK136243.

Daylume Daytex plastic enclosures. Section 10, sheet 61. Issued July 1958. Appl. author: Day-Brite Lighting, Inc., employer for hire of L. J. Rozier. © 21Jul58; KK136244.

Daylume no.6024-DB plastic Controlens enclosures. Section 10, sheet 62. Issued July 1958. Appl. author: Day-Brite Lighting, Inc., employer for hire of L. J. Rozier. © 21Jul58; KK136245.

Decidedly better Day-Brite lighting fixtures for schools. Luvex [and 4 other] fixtures. (In Producers' Council technical bulletin, Sept. 1958, p.27-28) Appl. author: Day-Brite Lighting, Inc., employer for hire of L. J. Rozier. © 1Sep58; KK139607.

Engineering newsletter, no.20. September 8, 1958. Improved fusing of fixtures. Appl. author: Day-Brite Lighting, Inc., employer for hire of Leo Stahlhut. © 8Sep58; KK137381.

Even with a 32-inch variation in ceiling height, Day-Brite lighting is on the level. Luvex. (In The Nation's schools, Dec. 1958, p.40) Appl. author: Day-Brite Lighting, Inc., employer for hire of L. J. Rozier. © 20Nov58; KK139312.

First step in school modernization, relight with Day-Brite. (In The Nation's schools, Oct. 1958, p.149) Appl. author: Day-Brite Lighting, Inc., employer for hire of L. J. Rozier. © 20Sep58; KK137573.

Full circumference lighting with Day-Brite troffers and accent units. (In The Modern hospital, Aug. 1958, p.48) Appl. author: Day-Brite Lighting, Inc., employer for hire of L. J. Rozier. © 1Aug58; KK136419.

Great new value; Luvex-2R. (In Contractors electrical equipment, Sept. 1958, p.26) Appl. author: Day-Brite Lighting, Inc., employer for hire of L. J. Rozier. © 15Sep58; KK138076.

How lighting by Day-Brite does double duty. [Endorsed by] A. W. Myers. (In Electrical construction & maintenance, July 1958, p.106-107) Appl. author: Day-Brite Lighting, Inc., employer for hire of L. J. Rozier. © 11Jul58; KK135811.

How to design a pattern for sales with Day-Brite lighting. Day-Brite Mobilex fixtures, used in conjunction with Derby Downlights. (In Today's business, Aug. 1958, p.23) Appl. author: Day-Brite Lighting, Inc., employer for hire of L. J. Rozier. © 21Jul58; KK137726.

Industrial lighting fixtures; CFI. Appl. author: Day-Brite Lighting, Inc., employer for hire of L. J. Rozier. © 6Oct58; KK137940.

Luvex-45; for F40T12/RS and F96T12 lamps. Section 10, sheet 44. Issued Sept. 1958. Appl. author: Day-Brite Lighting, Inc., employer for hire of L. J. Rozier. © 2Sep58; KK136865.

Luvex-4R; for F40T12/RS and F96T12 lamps. Section 10, sheet 46A. Issued Sept. 1958. Appl. author: Day-Brite Lighting, Inc., employer for hire of L. J. Rozier. © 2Sep58; KK136867.

Luvex-2R; for F40T12/RS and F96T12 lamps. Section 10, sheet 40B. Issued Sept. 1958. Appl. author: Day-Brite Lighting, Inc., employer for hire of L. J. Rozier. © 2Sep58; KK136866.

New Day-Brite Uni-Frame; fits every lens box application beautifully. (In Chicago electrical news, Sept. 1958, p.7) Appl. author: Day-Brite Lighting, Inc., employer for hire of L. J. Rozier. © 10Sep58; KK137210.

New Day-Brite Uni-Frame fits every lens box application beautifully. (In Contractors' electrical equipment, Oct. 1958, p.27) Appl. author: Day-Brite Lighting, Inc., employer for hire of L. J. Rozier. © 15Oct58; KK138330.

New Day-Brite Uni-Frame fits every lens box application, beautifully. (In Electrical construction & maintenance, Sept. 1958, p.8) Appl. author: Day-Brite Lighting, Inc., employer for hire of L. J. Rozier. © 10Sep58; KK137939.

No experimenting with lighting in this lab; point-by-point comparison proved Day-Brite best. (In The Nation's schools, Aug. 1958, p.24) Appl. author: Day-Brite Lighting, Inc., employer for hire of L. J. Rozier. © 21Jul58; KK137936.

The tough lighting jobs go to Day-Brite. (In Chicago electrical news, Oct. 1958, p.11) Appl. author: Day-Brite Lighting, Inc., employer for hire of L. J. Rozier. © 10Oct58; KK138078.

The tough lighting jobs go to Day-Brite. (In Electrical construction & maintenance, Oct. 1958, p.48-49) Appl. author: Day-Brite Lighting, Inc., employer for hire of L. J. Rozier. © 10Oct58; KK138331.

Uni-Frame; new dimensions in lighting. Form OD-1011. Appl. author: Day-Brite Lighting, Inc., employer for hire of L. J. Rozier. © 31Oct58; KK138595.

Uni-Frame; new dimensions in lighting; recessed incandescent elements. Appl. author: Day-Brite Lighting, Inc., employer for hire of L. J. Rozier. © 30Sep58; KK138077.

Uni-Frame, recessed incandescent lens units. Section 50, sheet 30. Appl. author: Day-Brite Lighting, Inc., employer for hire of L. J. Rozier. © 12Sep58; KK137635.

The versatile, Day-Brite Luvex. Luvex-2R [and 3 other fixtures] Form OD-1008. Appl. author: Day-Brite Lighting, Inc., employer for hire of Louis J. Rozier. © 2Sep58; KK137294.

You can do so much more with Day-Brite lighting. As shown above, Mobilex; Duo-Frame. (In Management methods, Aug. 1958, p.18) Appl. author: Day-Brite Lighting, Inc., employer for hire of L. J. Rozier. © 30Jul58; KK138092.

You can relax when it's a Day-Brite job. CFI-10 800-MA high-output rapid-start fixtures. [Endorsed by] David M. Walkington. (In Qualified contractor, Nov. 1958, p.58-59) Appl. author: Day-Brite Lighting, Inc., employer for hire of L. J. Rozier. © 5Nov58; KK139246.

DAYTON PERFORATORS, INC. ©

Firm delivery schedule. Effective 7/1/58 to 9/30/58. Punches [and other items] Appl. author: Robert J. Gargrave. © 28Jul58; KK137384.

Jektole piercing punches; positive slug ejection, faster punch sharpening. Appl. author: Robert J. Gargrave. © 1May58; KK135504.

Pinball punches insure your present tooling against slug-pulling. Appl. author: Robert L. Gargrave. © 15Jul58; KK136089.

Standard punches and insert dies. Fractional Plus. Appl. author: Robert J. Gargrave. © 14Oct57; KK137382.

This is your copy of Dayton perforators price list. Price list 58. Effective August 1, 1958. K Dayton standard piercing punches [and other items] Appl. author: Robert J. Gargrave. © 31Jul58; KK137383.

Tough automotive parts production problem licked by Jektole. The solution: Jektole punches and insert dies. Appl. author: Robert J. Gargrave. © 4Apr58; KK135503.

DAZOR MANUFACTURING CORP. ©

Air-cooled incandescent lamps with fiber glass diffusers. Catalog supplement for industrial users only, effective Aug. 12, 1958. Form 741-C. NM: revision. © 12Aug58; KK136493.

Catalog supplement for authorized distributor use only. Effective Aug. 1, 1958. Air-cooled incandescent lamps with fiber glass diffusers [and 2 other styles of] lamps. Form 761-B. © 15Jul58; KK137458.

Fluorescent desk lamp with pivoting reflector. Form 840. © 12Aug58; KK136494.

3 new matched Dazor lamps with fiber glass diffusers. Form 836. © 15Jul58; KK135869.

DEL CITY WIRE CO., INC. ©

Mr. Jobber, here's a new way to sell wire; primary wire merchandiser. (Del City's handy spool) No.H200. © 1Sep57; KK135633.

DELTA BRUSH MANUFACTURING CORP. ©

Selection guide; school art brushes. © 10Nov58; KK138888.

DE LUXE PREMIUM CORP. ©

Amazing offer; Cuddly Cathy drinks and wets. Free with each doll, 26 piece layette set. © 1Jul58; KK136582.

Amazing offer; U. S. Marine mobile unit. Atomic cannon; Patton tank; radar unit. Free ... 6 unbreakable combat marines. © 1Jul48; KK136584.

Gail of the Golden West. Jointed arms & legs; the perfect gift for every child; save \$10.00. © 1Jul58; KK135950.

Lovable Louise, featuring this beautiful exquisite satin hat & dress; save \$10.00. © 1Jul58; KK135952.

Save \$15.00 on this Deluxe fashion parade doll, featuring 4 exquisite outfits. © 1Jul58; KK136587.

Save \$10.00; Lovable Linda, featuring this beautiful satin dress & hat. © 1Jul58; KK136583.

Save \$10.00; Sweet Janie, featuring this beautiful embroidered dress & hat. © 1Jul58; KK136585.

Save \$10.00 on this rags to riches doll, featuring a beautiful embroidered satin gown. © 1Jul58; KK136586.

Sweet Judy, featuring this beautiful chromspun taffeta dress & hat; save \$10.00. © 1Jul58; KK135951.

32 piece telephone repair unit; heavy gauge steel truck & cable trailer. © 1Jul58; KK135949.

U. S. Marine combat outfit. Cap firing machine gun & bipod. © 1Jul58; KK136581.

DEMPSTER BROS., INC. ©

The general said to the admiral; a bit of brass on the Gold Coast. The Dempster-Dumpmaster is a truck-mounted compaction body with mechanical lifting arms which automatically raise and empty waste storage containers. Model CA, type 24G. 4023-7/58. © 23Jun58; KK136709.

DENNIS, GEORGE B. d.b.a. DENNIS ENTERPRISES. SEE Dennis Enterprises.

DENNIS ENTERPRISES.

100% soft water; how to get best results from your water softener. © George B. Dennis d.b.a. Dennis Enterprises; 21Aug58; KK138556.

DENTISTS' SUPPLY CO. OF NEW YORK. ©

The moulds and dimensions of Trubyte New Hue anteriors, Trubyte New Hue 33° posteriors, Trubyte New Hue 20° posteriors, Fournet posteriors, Geometric posteriors. Appl. author: Alan Jones Davis. NM: additions. © 1Jul58; KK136726.

The moulds and dimensions of Trubyte New Hue vacuum fired anteriors. Appl. author: Alan Jones Davis. NM: additions. © 15Jul58; KK136727.

DESIGN & PRODUCTION, INC. ©

D & P G-58 demountable display unit. Appl. author: Melvin Drue Gillis. © 7Nov58; KK139145.

DETROIT STEEL CORP. ©

Customer rep, yes; customer yes-man, no; or how a DSC rep's faith in DSC AccuRolled strip helped a big stamper like a ticklish bracket job. (In The Detroit purchaser, Nov. 1958, p.57) Appl. author: Simons-Michelson Co. © 10Nov58; KK139190.

DSC AccuRolled CR sheet coils; 4 yr.-5 mo. job-performance record on AP Parts exhaust and tail pipes. (In The Detroit purchaser, July 1958, p.45) Appl. author: Simons-Michelson Co. © 10Jul58; KK137302.

DSC AccuRolled strip, the do-more-per-dollar steel for stampers and roll-formers. (In New England purchaser, Aug. 1958, p.4) Appl. author: Simons-Michelson Co. © 5Aug58; KK136993.

DSC customer reps help stampers and roll-formers lick production and reduce unit costs. (In The Detroit purchaser, June 1958, p.19) Appl. author: Simons-Michelson Co. © 10Jun58; KK135616.

The difference between DSC AccuRolled steel strip and warehouse strip steel. (In New England purchaser, Nov. 1958, p.4) Appl. author: Simons-Michelson Co. © 5Nov58; KK139287.

How DSC AccuRolled strip helps stampers and roll-formers step-up production and cut unit costs. (In The Detroit purchaser, Oct. 1958, p.25) Appl. author: Simons-Michelson Co. © 10Oct58; KK138103.

How DSC AccuRolled strip service helps stampers and roll-formers meet sudden ... production schedule requirements. (In New England purchaser, July 1958, p.4) Appl. author: Simons-Michelson Co. © 8Jul58; KK137303.

How DSC-Portsmouth long production run, LPR, coils save money for bright wire users. (In The Detroit purchaser, Nov. 1958, p.29) Appl. author: Simons-Michelson Co. © 10Nov58; KK139189.

New Illinois tollway uses DSC electro-welded wire fabric to make concrete pavement crack-resistant, traffic-safe, durable. (In The Detroit purchaser, Aug. 1958, p.31) Appl. author: Simons-Michelson Co. © 10Aug58; KK136991.

Some things to figure when you're buying flat CR steel for stamped and roll-formed jobs. (In The Detroit purchaser, Sept. 1958, p.61) Appl. author: Simons-Michelson Co. © 10Sep58; KK137892.

This is Detroit Steel's AccuRolled strip range for your man-size stamping or roll-forming jobs. (In The Detroit purchaser, Aug. 1958, p.23) Appl. author: Simons-Michelson Co. © 10Aug58; KK136992.

Using DSC-Portsmouth LPR, long production run coils, is like buying your wire at a lower price. (In The Detroit purchaser, Oct. 1958, p.43) Appl. author: Simons-Michelson Co. © 10Oct58; KK138104.

DEVOE & RAYNOLDS CO., INC. ©

Marine paints. Vykling vinyl finishes [and other] paints. © 12Jun58; KK138277.

DIAMANTI, ALPHONSE d.b.a. REGENCY TRADING CO. SEE Regency Trading Co.

DILLER, C. G. ©

What's in the picnic basket? Best food values for outdoor or indoor meals plus giant 15" tongs. © 25Jun58; KK135882.

DILLEY, MARTIN & HESS, INC. ©

Your new car purchase made easy with a payment plan that fits your needs. © 26Aug58; KK137623.

DILLEY, MARTIN & HESS, INC. d.b.a. UNITED STATES PUB. CO., INC. SEE United States Pub. Co., Inc.

DILLOFF, INC. ©

Ballet fragrance trio: Giselle, Musette, Sylvia. By Morell. Contents: 3, 1 1/4 fl. oz. perfumes. Appl. author: Bert-hold Dilloff. © 2Sep58; KK137740.

DING HO TEA CO.

China tea; tea bags. © King C. Tom d.b.a. Ding Ho Tea Co.; 1Sep58; KK139043.

DINING IN DISTRIBUTORS, INC. ©

Frozen beef pie. Net wt. 8 oz. © 1Nov58; KK139232.

DINO ENTERPRISES.

Sqweez-Keys; squeezes any tube completely dry, no waste. 3 keys. © Gust M. Axiotis d.b.a. Dino Enterprises; 1Jul58; KK136262.

DISNEY (WALT) PRODUCTIONS. ©

Magic paint with water. No.4727:100. 4 cards to paint, 1 paint brush, instruction sheet. © 12Aug58; KK138110.

DIVENCO. ©

Talking paper to convey dimensional sketches for parts, charts, graphs or other objects. © 12Jul58; KK136511.

DIXIE CUP DIVISION, AMERICAN CAN CO. SEE American Can Co.

DR. PEPPER CO. ©

Build steady sales with Dr. Pepper. Dr. Pepper ... it's the leading fruit-based soft drink in the U. S. Frosty, man, frosty. (In The Texas druggist, May 1958, p.8) © 1May58; KK137548.

Everywhere there's fun, the friendly pepper-upper; frosty, man, frosty. Now in Cleveland. (In Life, Oct. 27, 1958, p.118) © 27Oct58; KK139449.

The fountain favorite; frosty, man, frosty. (In The Texas druggist, July 1958, p.17) © 7Jul58; KK137659.

The friendly pepper-upper; frosty, man, frosty. [Boy & girl with parents in lobby of theatre] (In Life, July 28, 1958, p.62) © 28Jul58; KK138430.

The friendly pepper-upper; frosty, man, frosty. Serve, drink, love Dr. Pepper. [Tennis scene] (In Life, June 30, 1958, p.80) © 30Jun58; KK136158.

The friendly pepper upper, never lets you down. Frosty, man, frosty. (In Concessionaire, Aug. 1958, p.11) © 30Jul58; KK137660.

The friendly pepper-upper really gets around; now in Detroit. Frosty, man, frosty. [Girl watching man water ski] (In Life, June 16, 1958, p.42) © 16Jun58; KK136487.

Frosty, man, frosty. When you feature Dr. Pepper, you're getting the all-time winner of the fruit-flavored soft drinks. (In Popcorn-concession merchandiser, May 1958, p.17) © 28Apr58; KK137547.

Here, there, almost everywhere, the friendly pepper-upper; frosty, man, frosty. (In Life, Sept. 1, 1958, p.92) © 1Sep58; KK138429.

Taste appeal and sales appeal; frosty, man, frosty. [Four children & paper cup] (In Concessionaire, June 1958, p.11) © 29May58; KK136159.

Then as now, the fountain favorite; frosty, man, frosty. (In The Texas druggist, Aug. 1, 1958, p.6) © 1Aug58; KK137503.

There's nothing like Dr. Pepper; first for thirst. Frosty, man, frosty. (In Box office, June 9, 1958, p.SW-3) © 9Jun58; KK137661.

There's nothing like Dr. Pepper; frosty, man, frosty. First ... it's been earning and keeping customers for soft-drink distributors. (In Vend, Aug. 1958, p.12) © 1Aug58; KK136978.

DOLGORUKOV, GREGORY S. d.b.a. DOLGORUKOV MANUFACTURING CO. SEE Dolgorukov Manufacturing Co.

DOLGORUKOV MANUFACTURING CO.

Layout triangle. © Gregory S. Dolgorukov d.b.a. Dolgorukov Manufacturing Co.; 1Feb57; KK137245.

D'OR, NICI. ©

Caprice. © 18Aug58; KK139099.

DOUGLAS FURNITURE CORP. ©

Douglas means business; Douglas delivers dinette dynamite in every promotional price bracket. (In Home furnishings daily, June 2, 1958, section 1, p.3) © 2Jun58; KK135472.

In metal dining furniture, the trend is promotions, by Morton R. Cohen. (In Home furnishing daily, Aug. 11, 1958, section 2, p.3) © 11Aug58; KK136885.

DOUGLAS FURNITURE CORP. Cont'd.

The line for '59. (In Home furnishings daily, Oct. 20, 1958, p.3) © 20Oct58; KK139218.

A message of vital importance from Morton R. Cohen. Continued growth. (In Home furnishings daily, June 16, 1958, section 1, p.3) © 16Jun58; KK135471.

New and hot; Douglas dealer-tested Designer Series impact promotions. Run your own personalized ... promotion, offer your customers new 1959 Douglas dinettes. Drop-in mat no.4074D1 [and 11 other] mats. © 26Aug58; KK136969.

Proof; Douglas big ticket promotions pay off big. (In Home furnishings daily, Sept. 2, 1958, p.7) © 2Sep58; KK137658.

Proof; Douglas impact promotions mean business. (In Home furnishings daily, Sept. 8, 1958, section 1, p.3) © 8Sep58; KK137316.

Proof; Douglas personalized promotions create sales. Schuster's Douglas dinette sale. (In Home furnishings daily, Aug. 18, 1958, section 1, p.3) © 18Aug58; KK136623.

Sale; complete 5 pc. Danish modern room outfit. Save __. © 25Aug58; KK137657.

Special bonus sale from Douglas. 2 sets for price of 1; giant 8-piece Douglas dining ensemble. © 3Nov58; KK139170.

Spectacular factory warehouse purchase; save \$00; 7 pc. banquet size. Family size. © 16Jun58; KK135470.

Spectacular factory warehouse purchase; save \$00; 7 pc. banquet size. Magnificent woodgrain pattern. © 16Jun58; KK135469.

Store name smashes prices on king-size 7 pc. dinettes. © 16Jun58; KK135468.

Thanks for markets to remember; no.1 in the industry and still growing. (In Home furnishings daily, Aug. 11, 1958, section 1, p.3) © 11Aug58; KK136886.

This is it; sensational special purchase from the world's largest dinette maker. Table and 8 chairs. © 16Jun58; KK135932.

DOW JONES & CO., INC. ©

You can have greater advertising economy today. You can get it with The Wall Street Journal. (In Advertising age, Sept. 8, 1958, p.70-71) Appl. author: Theodore E. Callis. © 8Sep58; KK137197.

Your advertising can get more sales response; you can get it with The Wall Street Journal. (In Advertising age, Sept. 29, 1958, p.28-29) Appl. author: Theodore E. Callis. © 29Sep58; KK137466.

Your advertising can get more sales results; you can get them with The Wall Street Journal. (In Advertising age, Nov. 3, 1958, p.36-37) Appl. author: Theodore E. Callis. © 3Nov58; KK138540.

Your advertising can have more flexibility; you can get it with the Wall Street Journal. (In Advertising age, June 30, 1958, p.40-41) Appl. author: Theodore E. Callis. © 30Jun58; KK135906.

DRACKETT PRODUCTS CO.

Drano keeps drains sanitary; opens clogged drains fast. Net wt. 12 oz. NM: revision. © Drackett Co. (In notice: Drackett Products Co.); 22Jul58; KK136320.

DRESSER INDUSTRIES, INC. ©

Annual report, 1957. © 29Jan58; KK136330.

DRUM, CLARENCE J. & DOROTHY M. MCGUIRE d.b.a. DRUM RECORDING CO. SEE Drum Recording Co.

DRUM RECORDING CO. ©

Drum Record Company. 001.

© Clarence J. Drum & Dorothy M. McGuire d.b.a. Drum Recording Co.; 19Dec58; KK139583.

DUKE FASHIONS. ©

Fully hand fashioned panel design bow tie. Appl. author: Joseph Thaler. © 30Oct58; KK139125.

DUNCAN COFFEE CO. ©

Free coffee dispenser; Maryland Club with dispenser simplifies making of good coffee. (In The Houston chronicle, Nov. 4, 1958, section C, p.2) Appl. author: Tracy-Locke Co., Inc. © 4Nov58; KK138932.

I proved to myself Admiration tastes best, and the new vacuum-fresh package costs less. (In The Houston post, Oct. 2, 1958, section 2, p.4) Appl. author: Tracy-Locke Co., Inc. © 20Oct58; KK138506.

DURO-TEST CORP. ©

Duro-Test Fluomeric lamps give you more light at less wattage than comparable incandescent lamps. Appl. author: Roland W. Tiemann. © 12Nov58; KK139527.

Duro-Test lighting data sheet C-1. Lighting a bank. Appl. author: Roland W. Tiemann. © 5Nov58; KK139525.

Now you can easily replace your incandescent street lighting with Duro-Test white-way 450W Fluomeric. Appl. author: Roland W. Tiemann. © 15Oct58; KK139526.

Plasticliner series, a deluxe group of highly efficient diffuse-type luminaries. Singleliner series. Appl. author: Roland W. Tiemann. © 10Oct58; KK139522.

Flexiliter series, a deluxe group of highly efficient diffuse-type luminaries. Executive Flexiliter. Appl. author: Roland W. Tiemann. © 10Oct58; KK139524.

Viewlitter series, a group of modern, shallow fixtures offering ... eye-easy light. Appl. author: Roland W. Tiemann. © 10Oct58; KK139523.

DUSCHNES, GUSTAVE S. d.b.a. PRODUCT SALES. SEE Product Sales.

DYCH, DAVID W. d.b.a. OLE SMOKEY CANDY KITCHEN. SEE Ole Smokey Candy Kitchen.

DYNO MERCHANDISE CORP. ©

Sewing machine needles no.16. 10 needles. © 26Aug58; KK138962.

Snip-Grip; a must for every sewing machine. Eliminates needle re-threading, prevents thread bunching, stops groping for scissors. © 26Aug58; KK138476.

E

E-Z PRODUCTS. ©

Babeez pacifier, teether and rattle. No.747. Appl. author: Donald M. Steckler. © 21Nov58; KK139001.

Babeez pacifier, teether and rattle; jelly filled. No.755. Appl. author: Donald M. Steckler. © 21Nov58; KK139002.

EARLY TIMES DISTILLERY CO. ©

Enjoy the true-old style Kentucky bourbon distinctively wrapped for the festive season. (In The Albany herald, Albany, Ga., Nov. 19, 1958, p.13) Appl. author: Erwin, Wasey, Ruthrauff & Ryan, Inc. © 19Nov58; KK139487.

Give the true old-style Kentucky bourbon, always smoother because it's slow-distilled. [Man's hand holding bottle; box & 2 drinks on table] (In Newsweek, Nov. 3, 1958, p.99) Appl. author: Erwin, Wasey, Ruthrauff & Ryan, Inc. © 29Oct58; KK139486.

There's profit in the bottle that puts pleasure in the glass; true old-style Kentucky bourbon. (In Allied food & beverage, July 1958, p.28) Appl. author: Erwin, Wasey, Ruthrauff & Ryan, Inc. © 15Jul58; KK137441.

To a new San Francisco favorite, Giants: welcome, from an old San Francisco favorite. The true old-style Kentucky bourbon, always smoother because it's slow-distilled. (In San Francisco chronicle, Apr. 14, 1958, p.10BB) Appl. author: Erwin Wasey, Ruthrauff & Ryan, Inc. © 14Apr58; KK136577.

The true old-style Kentucky bourbon, always smoother because it's slow-distilled. [Bottle in center of T] (In Albany herald, Albany, Ga., May 12, 1958, p.14) Appl. author: Erwin Wasey, Ruthrauff & Ryan, Inc. © 12May58; KK136574.

The true old-style Kentucky bourbon, always smoother because it's slow-distilled. [Bottle pouring into ice-filled glass; bowl of ice] (In Seattle daily times, June 24, 1958, p.12) Appl. author: Erwin, Wasey, Ruthrauff & Ryan, Inc. © 24Jun58; KK137966.

The true old-style Kentucky bourbon, always smoother because it's slow-distilled. [Hand holding glass; bottle] (In Times, San Mateo, Calif., June 26, 1958, p.23) Appl. author: Erwin, Wasey, Ruthrauff & Ryan, Inc. © 26Jun58; KK137968.

The true old-style Kentucky bourbon, always smoother because it's slow-distilled. [Hand holding glass by golf score & tees] (In Times, Los Angeles, July 3, 1958, p.13) Appl. author: Erwin, Wasey, Ruthrauff & Ryan, Inc. © 3Jul58; KK137967.

The true old-style Kentucky bourbon, always smoother because it's slow-distilled. [Hand holding highball by golf score & tees] (In Louisville courier journal, Apr. 19, 1958, p.2) Appl. author: Erwin Wasey, Ruthrauff & Ryan, Inc. © 19Apr58; KK136576.

The true old-style Kentucky bourbon always smoother because it's slow-distilled. (In Enquirer, Columbus, Ga., July 18, 1958, p.14) Appl. author: Erwin, Wasey, Ruthrauff & Ryan, Inc. © 18Jul58; KK138998.

The true old-style Kentucky bourbon, always smoother because it's slow-distilled. [Man holding highball by checker game] (In Newsweek, Apr. 28, 1958, p.52) Appl. author: Erwin Wasey, Ruthrauff & Ryan, Inc. © 23Apr58; KK136575.

The true old-style Kentucky bourbon, always smoother because it's slow-distilled. [Man's hand holding drink on table with lamp, 2 books, bottle, bowl & glass of ice] (In Newsweek, Oct. 13, 1958, p.40) Appl. author: Erwin, Wasey, Ruthrauff & Ryan, Inc. © 8Oct58; KK139483.

The true-old style Kentucky bourbon, always smoother because it's slow-distilled. [Man's hand holding old-fashioned glass] (In Newsweek, Sept. 22, 1958, p.46) Appl. author: Erwin, Wasey, Ruthrauff & Ryan, Inc. © 17Sep58; KK137444.

You'll enjoy the true old-style Kentucky bourbon. (In New Orleans times picayune & states, Sept. 12, 1958, p.29) Appl. author: Erwin, Wasey, Ruthrauff & Ryan, Inc. © 12Sep58; KK137840.

EASI-BILD PATTERN CO., INC. © Simplified directions; how to assemble the Clinton MA-41 gas engine kit. Appl. author: Donald R. Brann. © 20May58; KK136599.

EAST ROCHESTER FEDERAL SAVINGS & LOAN ASSN., EAST ROCHESTER, N. Y. Where safety of savings is most important. Steady Saver. (Steady Saver) (In Fairport Penfield shopping news, Aug. 7, 1958) © East Rochester Federal, accepted alternate designation of East Rochester Federal Savings & Loan Assn.; 7Aug58; KK138727.

EASTERN INDUSTRIES, INC. © Electro-Matic cabinet accessories. Traffic Actuated. Model SR-4 [and other] models. Bulletin A-118. © 12Sep58; KK137392. Electro-Matic coordination equipment. Traffic Actuated. Model A-15895 [and 3 other] models. Bulletin A-114. © 12Sep58; KK137390. Electro-Matic counting equipment. Traffic Actuated. Vehicle counter, model H [and 5 other] models. Bulletin A-120. © 12Sep58; KK137393. Electro-Matic pedestrian interval timer. Traffic Actuated. Model PT-1; A-15699 [and 2] signs. Bulletin A-116. © 12Sep58; KK137391. Electro-Matic preemption equipment. Traffic Actuated. Railroad pre-emptors [and 3 other items] Bulletin A-112. © 12Sep58; KK137395. Electro-Matic special interval units. Traffic Actuated. Model MM-3 minor movement controller [and 4] timers. Bulletin A-110. © 12Sep58; KK137394. Electro-matic test board model TB-2. Traffic Actuated. (Product notes, no.41) © 27Jun58; KK135690. Hydraulic pumps; fluid motors. 1200 series [and other] pump & motor combinations. Bulletin 810. © 5Oct57; KK138242. Industrial pumps & fluid motors for all types of service. Hydraulic pumps 1200 series [and other models] © 15Jul58; KK137261. Preemption timer A-106215. Traffic Actuated. (Product notes, no.42) © 7Jul58; KK135691. Turbine mixers. Model VG-WT [and 3 other] mixers. Bulletin 1210. © 11Aug58; KK136531.

EASTERN MOULDED PRODUCTS CO. © Whistle toys for pets. No.58, garbage hound; no.45, puppy angel; no.57, vinyl glove. © 5Sep58; KK139028.

EAT-A-TREAT, INC. © Caramel apples; the tastiest caramel ever put on an apple. 3. Appl. author: Hamilton R. Stagner. © 15Dec58; KK139601.

EDELSTEIN-NELSON ADVERTISING AGENCY, INC. © Glass tub enclosures; tub enclosures; shower doors; triple track tub enclosure. Showerite; Triplex, Pacer, El Dorado. Catalog supplement p.13-16. © 2Jan58; KK135812. Showerite products; glass bathtub enclosures, shower doors, shower stalls, corner tub enclosures. © 28Dec56 (in notice: 1957); KK135813.

EDGAR, HAROLD G. & HORTENSE S. EDGAR d.b.a. CATAMOUNT STUDIO. SEE Catamount Studio.

EDGAR, HORTENSE S. & HAROLD G. EDGAR d.b.a. CATAMOUNT STUDIO. SEE Catamount Studio.

EDMAR SPECIALTY CO. © Inexpensive Edmar buttons for all camping events; be proud to boost your camp. © Edward J. Schnepf & Marion Schnepf d.b.a. Edmar Specialty Co.; 11Jul58; KK136341. Manufacturing school buttons since 1922. © 2Sep58; KK136854.

EKCO PRODUCTS CO. © Flint stainless steel cookware makes eating great. 2 qt. double boiler [and 3 other products] (In Everywoman's family circle) Appl. author: Dancer-Fitzgerald-Sample, Inc. © 18Sep58; KK138773. It's a great day, the day you give or get Flint. Flint mixer [and 8 other products] (In House beautiful, Oct. 1958, p.12) Appl. author: Dancer-Fitzgerald-Sample, Inc. © 21Oct58; KK138775.

EL AL ISRAEL AIRLINES, LTD. © The last 2 hours are the longest ... fly El Al jet-powered Britannia to Europe. (In The New York times, Sept. 9, 1958, p.19) Appl. author: Doyle Dane Bernbach, Inc. © 9Sep58; KK137815. You're over London when the next-fastest plane still has 2 hrs. 10 min. to go; El Al jet-prop Britannia. (In The New York times, Sept. 29, 1958, p.16) Appl. author: Doyle Dane Bernbach, Inc. © 29Sep58; KK137816.

ELAM MILLS, INC. © 100% whole wheat pastry flour. 2 pounds net wt. © 20Aug58; KK137007. 3 in 1 mix, stone ground whole wheat. 2 pounds net weight. NM: additions & revision. © 3Sep58; KK137854.

EL CHARRO TORTILLA CO. © El Charro brand fresh corn tortillas. Contents 2 1/2 dozen; net weight 1 lb. 8 oz. Appl. author: Alexander M. Lievanos. © 3Jan58; KK138432.

ELCO TOOL & SCREW CORP. © Elco aids for home and office. Appl. author: Walter Gustaf Larson. Issue no. 6. © 9Jul58; KK135837. 7. © 30Jul58; KK137044. 8. © 11Sep58; KK137147. 9. © 29Sep58; KK137987. 10. © 21Oct58; KK138321. 12. © 16Dec58; KK139561.

ELECTROLUX CORP. © Aerosol Electrolux room refresher and sanitizer; mint. Net weight 12 oz. © 15Jun58; KK137883. Aerosol Electrolux room refresher and sanitizer; spice. Net weight 12 oz. © 15Jun58; KK137882. Aerosol insect killer. Net weight 12 ozs. © 15Jun58; KK137884. Aerosol Spray Foam cleaner. Net weight 16 ozs. © 15Sep58; KK137880. Aerosol window cleaner. Net weight 16 ozs. © 15Jun58; KK137881. All purpose cleaner and wax stripper. Net contents one U. S. gallon. © 1Mar58; KK139308. High lustre wax, the film of beauty for all floors. Net contents one U. S. gallon. © 1Mar58; KK139309. Moth crystals, kills moth worms & larvae, prevents mildew. Contents 5 pounds. © 1Mar58; KK139144. Moth proofers. Net contents one U. S. gallon. © 22Sep58; KK137886.

Push-button spray moth proofer. Net weight 15 ounces. © 15Sep58; KK137885.

Sprayer; by using ... liquids such as rug shampoo, mothproofer and insecticide can be applied. © 23Jun58; KK135612.

ELECTROTHERMAL ENGINEERING, LTD. © Armoured heaters for the pre-heating & stress relieving of welds and other forms of heat treatment. Great Britain. © 12Nov58; KKKFO-1.

EL PASO NATURAL GAS PRODUCTS CO. © Another new El Paso-Dixie service station for Albuquerque, English's El Paso-Dixie Service. El Paso Red Flame super premium. (In The Albuquerque tribune, Aug. 22, 1958, p.13) Appl. author: Richard W. Mithoff. © 21Aug58; KK137611.

Big news for El Paso; El Paso, the West's great new gasoline is here. Red Flame super premium gasoline. (In The El Paso times, Aug. 1, 1958, p.11) Appl. author: Richard W. Mithoff. NM: revision. © 31Jul58; KK136258.

From the West's newest, most modern refineries, El Paso Red Flame super premium gasoline; tomorrow's gasoline today. (In El Paso herald-post, Aug. 6, 1958, p.11) Appl. author: Warren T. Mithoff. © 5Aug58; KK136278.

From the West's newest, most modern refineries, the West's great new gasoline, El Paso Red Flame super premium. (In El Paso herald-post, Aug. 27, 1958, p.6) Appl. author: Warren T. Mithoff. © 26Aug58; KK137612.

Grand opening; two brand-new El Paso-Dixie stations. Red Flame super premium gasoline. (In The El Paso times, Aug. 16, 1958, p.6) Appl. author: Warren T. Mithoff. © 15Aug58; KK136832.

It's grand opening at my El Paso-Dixie service station, and I've got a nice gift for you free with a fill-up of new El Paso Red Flame super premium gasoline. (In The El Paso times, Aug. 16, 1958, p.7) Appl. author: Warren T. Mithoff. © 15Aug58; KK136833.

New signs of service in the Southwest; El Paso-Dixie. Red Flame super premium; Dixie premium; Dixie regular. (In El Paso herald-post, Aug. 8, 1958, p.11) Appl. author: Warren T. Mithoff. © 7Aug58; KK136830.

Tomorrow's gasoline today; new, years-ahead gasoline. Red Flame super premium gasoline. (In El Paso herald-post, Aug. 20, 1958, p.7) Appl. author: Warren T. Mithoff. © 19Aug58; KK136834.

Tomorrow's gasoline today with higher road octane rating. Red Flame super premium gasoline. (In El Paso herald-post, Aug. 13, 1958, p.19) Appl. author: Warren T. Mithoff. © 12Aug58; KK136831.

ELY (I. G.) & CO. © Fire plug for fire water or cookie jar. Holds quart or fifth of liquor; keeps cookies fresh. No.1273. Appl. author: Bernard Ely. © 15Aug58; KK137158.

EMERSON-PRYNE CO. © Another Emerson-Pryne people heater. © 6Aug58; KK137011.

EMPIRE ENTERPRISES, INC. © New, instant Blu-White transparent starch mix; developed for colored fabrics. 2 full quarts. © 22Jul58; KK135840.

EMPIRE SYNDICATE. ©

Keepin' Posted; the popular nationally syndicated advertising series. Proof sheet nos. 1-52. © 1Aug58; KK138201.

Telling Tales; the popular nationally syndicated advertising series. Proof sheet nos. 1-52. © 1Aug58; KK138202.

Uncle Henry; the popular nationally syndicated advertising series. Proof sheet nos. 1-52. © 1Aug58; KK138199.

Walking on air; the popular nationally syndicated advertising series. Proof sheet nos. 1-52. © 1Aug58; KK138200.

EMPRESS FISHERIES CO., INC. ©

Coronet swordfish steaks. Serves 3. Net weight 12 ounces. Appl. author: Morton J. Nesnow. Appl. states prev. pub. KK106517. NM: additional text. © 1Aug58; KK138841.

ENGLANDER CO., INC. ©

No matter how you sleep, sleep away tension on the Englander Tension-Ease mattress. Frogman, butterfly, orator, bird dog. (In Good house-keeping, Aug. 1958, p.161) Appl. author: North Advertising, Inc. © 17Jul58; KK137428.

No matter how you sleep, sleep away tension on the Englander Tension-Ease mattress. (In Better homes & gardens, Aug. 1958, p.95) Appl. author: North Advertising, Inc. © 30Jul58; KK136519.

No matter how you sleep, sleep away tension on the Englander Tension-Ease mattress. (In Everywoman's family circle, Sept. 1958, p.65) Appl. author: North Advertising, Inc. © 21Aug58; KK137000.

No matter how you sleep, sleep away tension on the Englander Tension-Ease mattress. Swan diver, ostrich, bird dog, Miss Prim. (In Everywoman's family circle, Aug. 1958, p.9) Appl. author: North Advertising, Inc. © 24Jul58; KK137077.

ENTRON, INC. ©

Before, after; more pictures plus better pictures. Yes, you can get all this when you get your TV set hooked up to the community TV cable. (In Alexandria daily town talk, Alexandria-Pineville, La., Aug. 9, 1958, p.14) © 9Aug58; KK136558.

EPFY, S. ©

Charmy. 1¢. © 2Apr58; KK136222.

ERICKSON POWER LIFT TRUCKS, INC. ©

Choose an Erickson Kart All, the versatile utility truck. Appl. author: Foulke Agency, Inc. © 7Aug58; KK136988.

ESKIMO PIE CORP. ©

Always a treat in store; the new take home four-pak Eskimo Pie on a stick. (In The Cleveland press, May 16, 1957, p.68) © 16May57; KK138138.

Deluxe fudge; take home an easy-to-store freezer 6 pak. Deluxe fudge pie; chocolate center coated with rich chocolate. [Eskimo boy] holding package. Appl. author: Cunningham & Walsh, Inc. © 1May58; KK137732.

Deluxe fudge pie; chocolate coated frozen food product. Take home family pak. Contents 6 bars; 3 fl. oz. each. Appl. author: Continental Can Co., Inc. © 17Oct57; KK138031.

Enjoy 6-pak, by Sealtest; delicious butterscotch coated ice cream. Toasted almond bar. Picture of package. Appl. author: Cunningham & Walsh, Inc. © 1May58; KK137731.

Eskimo Pie, everyday treat that all enjoy; vanilla ice cream, deluxe chocolate coating. Appl. author: Cunningham & Walsh, Inc. © 1Jul58; KK138291.

Eskimo Pie in handy freezer 4 pak; velvety vanilla ice cream coated with frosty chocolate. Take home family pak. Eskimo boy [bowing down] Appl. author: Cunningham & Walsh, Inc. © 1May58; KK137739.

Eskimo Pie, Jr.; ice cream bars, chocolate covered. Take home family pak. Contents 12. Contents 20 fl. oz. Appl. author: Continental Can Co., Inc. © 17Jun58; KK138036.

Eskimo Pie, junior; velvety vanilla ice cream coated with frosty chocolate. Eskimo boy [fishing through hole in ice; ice cream bar] Appl. author: Cunningham & Walsh, Inc. © 1May58; KK137736.

Eskimo Pie supreme; vanilla ice cream, deluxe coating. Take home family pak. Contents 6 bars; 3 fl. ozs. each. Appl. author: Continental Can Co., Inc. © 17Oct57; KK138034.

Eskimo Pie supreme; velvety vanilla ice cream coated with frosty chocolate. Take home family pak. Eskimo boy [holding] package. Appl. author: Cunningham & Walsh, Inc. © 1May58; KK137737.

Fairmont Eskimo Rocket, ice milk frozen dessert bars with chocolate covered coating; take home family pak. Contents 12. Contents 24 fl. ozs. Appl. author: Antonio Hotton. © 3Nov58; KK139032.

Have an Eskimo Pie, it's scrumptious; velvety vanilla ice cream coated with frosty chocolate. Eskimo boy [holding partially eaten] ice cream bar on stick. Appl. author: Cunningham & Walsh, Inc. © 1May58; KK137738.

Have an Eskitreat. Toasted almond; delicious ice cream dipped in butterscotch. Eskimo boy & partially eaten ice cream bar. Appl. author: Cunningham & Walsh, Inc. © 1May58; KK137733.

Ice cream Surprise-Pak. 4 servings. Contents not less than 10 fl. ozs. Appl. author: Eastern Advertising. © 28Sep57; KK138030.

It's Eskimellow; Eskimo toasted almond, delicious ice cream dipped in butterscotch. Easy to store freezer 6 pak. [Eskimo holding box & eating ice cream bar] Appl. author: Cunningham & Walsh, Inc. © 1May58; KK138362.

Not so close, I stop quickly for Eskimo Pie. Eskimo head, arms & mittens. Appl. author: Cunningham & Walsh, Inc. © 1May58; KK138035.

Peanut butter bars; vanilla ice cream, peanut butter flavored coating. Contents 6. Contents not less than 10 fl. ozs. Appl. author: Eastern Advertising. © 28Sep57; KK138032.

School special; vanilla ice cream, chocolate flavored coating. Contents 1 1/2 fl. ozs. Appl. author: J. Irvin Beatley. © 25Sep58; KK137729.

Take home family pak. Contents 4 ice cream bars, chocolate covered. Contents 12 fl. oz. Appl. author: Continental Can Co., Inc. © 15Dec55; KK138433.

Toasted almond; delicious butter-scotch-dipped ice cream. Eskimo boy holding [dripping] ice cream bar on stick. Appl. author: Cunningham & Walsh, Inc. © 1May58; KK137735.

Toasted almond; delicious ice cream dipped in butterscotch. Handy freezer 4 pak. Eskimo boy pulling package. Appl. author: Cunningham & Walsh, Inc. © 1May58; KK137734.

Toasted almond bars; take home family pak. Contains 4 delicious butterscotch coated ice cream bars. Contents 12 fl. oz. Appl. author: Continental Can Co., Inc. © 29May56; KK139011.

Toasted almond bars; take home family pak. Contents 6 bars, 3 fl. oz. each. Appl. author: Continental Can Co., Inc. © 17Oct57; KK139012.

Twin pop. Contains 6 twin pop; 12 delicious servings. Contents 18 fl. oz. Appl. author: Cunningham & Walsh, Inc. © 25Apr58; KK138033.

Wonderful, funderful Eskimo Pie supreme; velvety vanilla ice cream with frosty chocolate. Eskimo boy [eating ice cream bar] Appl. author: Cunningham & Walsh, Inc. © 1May58; KK137730.

ESSO STANDARD OIL CO.

Atomic research creates a new premium gasoline; change today to new formula Esso Extra and keep the change. (In Richmond news leader, July 16, 1958, p.22) Appl. author: McCann-Erickson, Inc. © Esso Standard Oil Co. a.k.a. Esso, Inc.; 16Jul58; KK137517.

Atomic research creates a new premium gasoline that saves you money every time you fill 'er up; new formula Esso Extra. (In Pittsburgh press, Aug. 6, 1958, p.34) Appl. author: McCann-Erickson, Inc. © Esso Standard Oil Co. a.k.a. Esso, Inc.; 6Aug58; KK137515.

Esso research has done it again; new formula Esso Extra outperforms gasolines. (In Herald-Journal, Syracuse, N. Y., May 20, 1958, p.18) Appl. author: McCann-Erickson, Inc. © Esso Standard Oil Co. (in notice: Esso, Inc.); 20May58; KK137292.

Holiday weekend coming; new formula Esso Extra outperforms gasolines costing 1¢ and 2¢ more. (In Ledger dispatch & star, Norfolk-Portsmouth, Va., July 1, 1958, p.15) Appl. author: McCann-Erickson, Inc. © Esso Standard Oil Co. a.k.a. Esso, Inc.; 1Jul58; KK137518.

New formula Esso Extra, a new premium gasoline from Esso research. This weekend, get more performance at less cost. (In New Orleans states, May 26, 1958, p.25) Appl. author: McCann-Erickson, Inc. © Esso Standard Oil Co. (in notice: Esso, Inc.); 26May58; KK137293.

Sign of success; everywhere ... new formula Esso Extra actually does outperform gasolines. (In The Evening star, Washington, D. C., June 18, 1958, p.A-18) Appl. author: McCann-Erickson, Inc. © Esso Standard Oil Co. (in notice: Esso, Inc.); 18Jun58; KK137291.

Wherever you go this weekend, prove to yourself ... Esso Extra actually does outperform gasolines costing 1¢ and 2¢ more. (In Pittsburgh press, Aug. 27, 1958, p.42) Appl. author: McCann-Erickson, Inc. © Esso Standard Oil Co. a.k.a. Esso, Inc.; 27Aug58; KK137516.

EUREKA WILLIAMS CORP. ©

Eureka announces the big change in cleaners, new vibra-beat cleaning action; Mobile Aire. (In Life, Sept. 29, 1958, p.6) Appl. author: Earle Ludgin & Co. © 29Sep58; KK137484.

EUTECTIC WELDING ALLOYS CORP. ©

Authorized welding repair service; original Low Temperature Eutectic Welding Alloys. © 10Oct58; KK138249.

Eutectic Low Temperature Welding Alloys.

ChamferTrobe, dc straight; for chamfering. Red tip. © 15Jul58; KK135710.

CutTrobe no.1, ac-dc; for cutting and piercing all metals. Dk. green tip. © 31Jul58; KK136026.

Drill-Tec 88, for torch. © 18Jul58; KK135830.

Drill-Tec 88, for torch. NM: illus. © 3Sep58; KK138041.

EutecRod 18 FC; torch for copper, brass and bronze; flux coated. Yellow flux coating. © 15Jul58; KK135712.

EutecRod 21; torch, for aluminum. Lt. blue tip. © 15Jul58; KK135709.

EutecRod 183 FC; torch, for copper, flux coated. Lt. grey flux coating. © 31Jul58; KK136021.

EutecRod 184FC; torch, for copper, flux coated. Lt. grey flux coating. © 31Jul58; KK136020.

EutecRod 1801 FED; torch, furnace or induction. Silver type alloy. Gold tip. © 5Dec58; KK139373.

EutecRod 1801 super, for torch. Violet tip. © 18Jul58; KK135829.

EutecRod 1804; torch, for copper. Dark green tip. © 31Jul58; KK136024.

EutecTrobe 1851, dc; for joining and building up dissimilar metals. Red coating, pink tip. © 31Jul58; KK136025.

EutecTrobe 690, ac-dc; for alloy steel. Yellow tip. © 18Jul58; KK135828.

EutecTrobe 2101, dc reverse; for sheet and cast aluminum. Orange tip. © 15Jul58; KK135711.

EutecTrobe 2-B, ac-dc; for tough machineable overlays. White tip. © 31Jul58; KK136023.

NiEutectic 222, dc; for dissimilar nickel alloys. Dark green tip. © 31Jul58; KK136022.

ToolTectic 6-HSS, ac-dc; high speed steel hard overlay. Dark green tip. © 5Dec58; KK139374.

XYRON 2-24, ac-dc straight; for cast iron. Primary: white tip; secondary: gold. © 5Dec58; KK139375.

Special Low Temperature Eutectic Welding Alloys processes.

TIS-2888, no.5. © 20Mar58; KK135376.

TIS-2888, no.6. © 14Aug58; KK136651.

TIS-2888, no.7. © 12Sep58; KK137600.

TIS-2888A, no.3. © 14Jan58; KK135375.

TIS-2888B, no.4. © 11Feb58; KK135374.

Special Low Temperature Eutectic Welding Alloys techniques.

TIS 8145, no.2. © 27Mar58; KK135490.

TIS 8145, no.3. © 27Mar58; KK135491.

TIS 8145, no.4. © 27Mar58; KK135492.

TIS 8145, no.5. © 10Apr58; KK135489.

TIS 8145, no.6. © 10Apr58; KK135488.

TIS 8145, no.7. © 3Jul58; KK136327.

TIS 8145, no.8. © 3Jul58; KK136328.

TIS 8145, no.9. © 11Jul58; KK136808.

TIS 8145, no.10. © 12Aug58; KK136648.

TIS 8145, no.11. © 12Aug58; KK136649.

TIS 8145, no.12. © 14Aug58; KK136650.

TIS 8145, no.13. © 27Aug58; KK137467.

TIS 8145, no.14. © 2Sep58; KK137598.

TIS 8145, no.15. © 12Sep58; KK137599.

EVANS' (L. B.) SON CO. ©

After the hunt, enjoy the comfort of Evans casuals. Dundee Chief. (In Sports Illustrated, Oct. 6, 1958, p.82) Appl. author: Hoag & Provandie, Inc. © 30Oct58; KK137930.

After the sail, enjoy the comfort of Evans slippers. Baronet mule. (In Sports Illustrated, Sept. 8, 1958, p.7) Appl. author: Hoag & Provandie, Inc. © 5Sep58; KK137039.

After the swim, enjoy the comfort of Evans Casuals. Riviera. (In Sports Illustrated, June 16, 1958, p.75) Appl. author: Hoag & Provandie, Inc. © 13Jun58; KK135607.

Comfort is a woman's affair; give him Evans slippers. Dundee; Cherokee feather-lyte. (In Ladies' home journal, Dec. 1958, p.77) Appl. author: Hoag & Provandie, Inc. © 25Nov58; KK139361.

Darling, here's what I'd like for Christmas. Slippers & casuals. Balboa Chief; Balboa Faust. (In Esquire, Dec. 1958, p.96) Appl. author: Hoag & Provandie, Inc. © 13Nov58; KK138961.

How to study in comfort: wear Evans casuals. Stroller, Sahara boot, Ripple sole oxford. (In Esquire, Sept. 1958, p.126) Appl. author: Hoag & Provandie, Inc. © 12Aug58; KK137032.

Put your foot down; ask her for Evans slippers. Buccaneer. (In Sports Illustrated, Nov. 3, 1958, p.70) Appl. author: Hoag & Provandie, Inc. © 31Oct58; KK138542.

Two steps to a man's heart; Evans slippers. Cherokee; Ambassador. (In Ladies' home journal, Nov. 1958, p.36) Appl. author: Hoag & Provandie, Inc. © 28Oct58; KK138438.

EVERSHARP PEN CO. ©

Announcement: amazing ball point development; see it next month in 3-D. First sales program. (In American druggist, Aug. 11, 1958, p.90-91) Appl. author: Benton & Bowles, Inc. © 11Aug58; KK138516.

Announcing a major ball point advance; new Eversharp Fountain-Ball pen. (In American druggist, Sept. 22, 1958, p.57-60) Appl. author: Benton & Bowles, Inc. © 18Sep58; KK138515.

At last, a ball point that writes like a fountain pen; new Eversharp Fountain-Ball pen. (In Los Angeles times, Oct. 14, 1958, pt.1, p.17) Appl. author: Benton & Bowles, Inc. © 14Oct58; KK138514.

News item; Parker Pen buys Eversharp Writing Instrument Division. Now, more than ever, look to Eversharp. (In Premium buyers' guide, 1958 spring show issue, p.25) Appl. author: Benton & Bowles, Inc. © 1Apr58; KK138600.

EVERSHARP PEN CO. SEE ALSO Parker Pen Co.

EXCHANGE LEMON PRODUCTS CO. ©

Desert Sweet quick frozen concentrate for lemonade. 6 fluid ounces. © 25Apr58; KK136157.

EXPERT PUBLICATIONS. ©

Free gift for promptness; within 5 days send in your application for a listing in National directory of homework typists. Appl. author: Thomas J. Surface. © 15Oct58; KK138195.

Make money addressing envelopes at home. Appl. author: Thomas J. Surface. © 15Oct58; KK138194.

F

FCA DIVISION, HODES-DANIEL CO., INC. SEE Hodes-Daniel Co., Inc.

FABER-CASTELL, A. W.

Black Gold, the best natural graphite ... the world's finest drawing pencil. © A. W. Faber-Castell Pencil Co., Inc. d.b.a. A. W. Faber-Castell; 1May58; KK135398.

FABER-CASTELL (A. W.) PENCIL CO., INC. d.b.a. A. W. FABER-CASTELL. SEE Faber-Castell, A. W.

FACTOR (MAX) & CO. ©

He'll concentrate, concentrate, concentrate on you when you wear Hypnotique; magnetic new fragrance. (In Vogue, Nov. 1, 1958, p.45) Appl. author: Doyle Dane Bernbach, Inc. © 1Nov58; KK138687.

Sparkling, soaring, skyrocketing excitement for your lips. Hi-Fi lipstick. (In Ladies' home journal, July 1958, p.22) Appl. author: Doyle Dane Bernbach, Inc. © 24Jun58; KK135696.

FAECQ, FELIX ROBERT. ©

Jazz club. Electrical high fidelity ... record. Belgium. © 12Mar45; KK137189.

FAIRBANKS WARD INDUSTRIES, INC. ©

Deluxe banquet service, 63 piece lifetime guaranteed Forever ware; new genuine Melamine dinnerware. Helzberg's. (In Des Moines Sunday register, July 6, 1958, magazine section, p.16) Appl. author: Alfred H. Howard. © 6Jul58; KK136803.

Dura-Lite 3-piece deluxe molded luggage. Art's Jewelers. (In Alliance review, Alliance, Ohio, Sept. 11, 1958, p.14) Appl. author: Alfred H. Howard. © 11Sep58; KK137362.

FAIRBANKS WARD INDUSTRIES, INC. Cont'd.

5-in-1 gossip desk and lamp combination. Rogers Jewelry Co. (In Clarksburg exponent, Clarksburg, W. Va., Sept. 25, 1958, p.11) Appl. author: Alfred H. Howard. © 25Sep58; KK138252.

4-pc. matched deluxe luggage set; nationally advertised long-bound Fair-Lite. Getz Jewelers. (In The Cincinnati enquirer, May 18, 1958, comics) Appl. author: Alfred H. Howard. © 18May58; KK135571.

Full-size portable typewriter with carrying case and 7-pc. accessory kit. Killian Co. (In The Cedar Rapids gazette, Cedar Rapids, Iowa, Sept. 2, 1958, p.5) Appl. author: Alfred H. Howard. © 2Sep58; KK138130.

Professional, portable 6 1/2 inch power saw. Guarantee Auto Supply Stores. (In The Indianapolis news, Sept. 11, 1958, p.6) Appl. author: Alfred H. Howard. © 11Sep58; KK137485.

7 foot jumbo standard size deluxe pool table with 16 regulation size balls. Biedermans. (In St. Louis post dispatch, Sept. 7, 1958, comics) Appl. author: Alfred H. Howard. © 7Sep58; KK137629.

We want 1,000 new accounts; not 2, not 3, but all 4 luxury ... Cannon blankets. Hearn's Rone Jewelry Co. (In The Nashville Tennessean magazine, Sept. 14, 1958, p.23) Appl. author: Alfred H. Howard. © 14Sep58; KK138253.

FAIRMONT RAILWAY MOTORS, INC. ©
All-purpose section car, 07 series A. Bulletin 770. Appl. author: R. B. Evans. © 16Jul58; KK135699.
W86 series B hydraulic rail lifter. Bulletin 778. Appl. author: R. B. Evans. © 25Sep58; KK138251.

FALLS CITY BREWING CO. ©
Pasteurized, bitter-free, too; Falls City beer is the beer for you. (In The Courier-Journal magazine, Louisville, Ky., May 12, 1957, p.3) © 12May57; KK137295.
Pasteurized, bitter-free, too, Falls City beer is the beer for you. (In The Courier-Journal magazine, Louisville, Ky., Aug. 25, 1957, p.3) © 25Aug57; KK138403.

FALSTAFF BREWING CORP. ©
Barbecue in; with Falstaff. Appl. author: Paul Gioni. © 1Jan59; KK139634.

FAMILY FOODS DIVISION, TIDY HOUSE PRODUCTS CO. SEE Tidy House Products Co.

FAMILY RECORD PLAN, INC. ©
Early Christmas special. Wrap up a merry Christmas now with beautiful studio portraits. Appl. author: Zepha Bogert. © 4Aug58; KK136933.
The priceless Christmas gift only you can give, your child's portrait. Appl. author: Zepha Bogert. © 4Aug58; KK136934.
Your whole family will appreciate your thoughtfulness ... for Christmas and forever. Appl. author: Zepha Bogert. © 10Sep58; KK137708.

FAMOUS SHOPPING SUGGESTIONS, INC. ©
Famous foods shopping suggestions. Win \$25.00 this week; send a recipe or use for products shown. (In Chicago daily news, Oct. 9, 1958, p.46) © 9Oct58; KK138963.

FARM & RANCH FERTILIZER CO. ©
Here's what Farm & Ranch natural organic base fertilizer can do for you. © 30Oct58; KK138469.

FARMER FEEDER CO., INC. ©
Give yourself a handsome raise in pay with a new Chore-Boy herringbone pipeline milking system. [Endorsed by] D. D. Van Mater, Jr. [and other] producers. (In Hoard's dairyman, Oct. 25, 1958, p.1016) Appl. author: Don E. Golay. © 25Oct58; KK138260.

More and more Chore-Boy complete milking plants in operation; Chore-Boy Herringbone milkers. [Endorsed by] Vernon Cassens. (In Hoard's dairyman, July 10, 1958, p.4 of cover) Appl. author: Don E. Golay. © 10Jul58; KK135966.

Only a Chore-Boy herringbone pipeline milking system gives you this great combination of 41 advantages. (In Hoard's dairyman, Sept. 10, 1958, p.4 of cover) Appl. author: Don E. Golay. © 10Sep58; KK137021.

Would you attempt to carry 182 tons of coal 547 miles for only 10c an hour? Chore-Boy low-vacuum milking systems. (In Hoard's dairyman, Nov. 25, 1958, p.4 of cover) Appl. author: Don E. Golay. © 25Nov58; KK138964.

FASHIONWOOD KITCHENS, a division of CURTIS COMPANIES, INC. SEE Curtis Companies, Inc.

FEDERAL CHEMICAL CO. ©
See a bug; call Arab. © 15Jan58; KK135618.

FEINBERG, A.
Baguettes, marquise, tapers; full cuts, single cuts, emerald cuts. Diamond importers & cutters. © A. Feinberg & J. Feinberg; 1May58; KK138475.

FEINBERG, J.
Baguettes, marquise, tapers. SEE Feinberg, A.

FERRO-MAGNETIC CO. ©
Magne-Lift; a precision assembly of ferro magnets encased in aluminum with an easy-lift handle. Models FM 16, FM 20. Appl. authors: Joachim A. Besuch & George R. Kayes. © 20Apr58; KK135486.

FIBREBOARD PAPER PRODUCTS CORP. ©
Mayflower Trim frozen dessert; vanilla ice milk product. Design no.492. One quart. Appl. author: Margie Lyda Vengelen. © 8Oct58; KK138805.

FIELDS, CLAUDE O. ©
A Br[eye]te-L[eye]te diffuser is a preventative against bright lights. Brite-Lite. © 1Aug58; KK136240.

FIELDS PRODUCTS.
Hi-gene baby bottle cleaner with detergent dispenser handle. © Fields Products, a firm composed of Donald B. Schoenfield & Milton H. Schoenfield; 5Sep58; KK139577.
Hi-gene dish-mop with detergent dispenser handle. © Fields Products, a firm composed of Donald B. Schoenfield & Milton H. Schoenfield; 5Sep58; KK139578.

FILES, GRACE G. d.b.a. LITTLE NURSE DOLL CO. SEE Little Nurse Doll Co.

FILLER PRODUCTS, INC. ©
Jungle Korn, caramel coated corn puffs. Net wt. 5 oz. Appl. author: Isadore J. Filler. © 31Jul58; KK138675.

FILON PLASTICS CORP. ©
Add living space, anyplace, with Filon; Filon, guaranteed fiberglass panels. (In Living's new guide to home planning, 1958, p.16-17) © 1Feb58; KK136770.

G-30 glazing panes are easy to install. Fiberglass and nylon reinforced. (How to build data, no.501) © 27Jun58; KK136540.

The look that sells costs less with Filon, guaranteed fiberglass panels. (In Practical builder, Feb. 1958, p.13) © 1Feb58; KK136771.

FIRESTONE PLASTICS CO. ©
We dunked this chair in a lake to prove Velon is absolutely water-proof. (In The Saturday evening post, May 25, 1957, p.18) © 25May57; KK138237.

FIRESTONE TIRE & RUBBER CO. ©
They clean out better and they last longer. Gus Pappas ... says that's why he prefers Firestone Champion ground grip. (In Poultry tribune, Mar. 1957, p.5) © 1Mar57; KK136940.

We've always had good success with Firestone farm tires, says Henry Kunkler. (In Successful farming, May 1957, p.21) © 1May57; KK137089.

Whether you travel a turnpike or truck down a trail, you can't buy a truck tire that costs less per mile than Firestone. Heavy-duty transport [and 7 other types] (In The Saturday evening post, May 18, 1957, p.61) © 18May57; KK138238.

FISHER-PRICE TOYS, INC. ©
Giant Snap Lock beads. For ages 3 months to 4 years. No.658. NM: revision & additions. © 21Jan58; KK137366.
Toy lunch kit; make believe for ages 3-6. No.550. © 10Nov58; KK139519.

FISHLOVE (H.) & CO. ©
Hypo-Phony fakes hypo shots; new, sensational fun gag. No.683. Appl. author: T. Fishlove. © 20Oct58; KK137790.

Hypo-Phony, joker's hypo needle. Appl. author: Irving Fishlove. © 12Jun58; KK135462.

Out of this world; amazing toy for this space age. Space-Trix, planet tricks of mystic action. © 22May58; KK135663.

Sensational fun gag; Hypo-Phony, joker's hypodermic needle fakes hypo shots. No.683. © 22May58; KK135774.

FIUMEDORO, ALI. ©
The Lineator, a writing board for neater handwriting. © 13Oct58; KK138332.

FLANNO TOYS. ©
The magic material; Flanno circus. A decorative picture; a new idea in creative play for children. © 1Jul58; KK136130.

FLEETWOOD MANUFACTURING CO. ©
South Seas pool heaters. Appl. author: Richard E. Goehring. © 14Oct58; KK138040.

FLORIDA CITRUS COMMISSION. ©
Make mine orange juice and make it fresh-frozen. (In Life, May 6, 1957, p.200) Appl. author: Benton & Bowles, Inc. © 1May57; KK137835.

FOOD MACHINERY & CHEMICAL CORP.
Diphacin rodenticide; kills rats and mice. Niagara. Net weight 4 oz. © Food Machinery & Chemical Corp., Niagara Chemical Division; 6Aug57; KK136804.

FOOD PRODUCTS DIVISION, ROGERS BROS.
SEED CO. SEE Rogers Bros. Seed Co.,
Inc.

FOOD SALES, INC. ©

Combo brand artificially sweetened
imitation caramel corn popcorn
mix; for dietary purposes. Net
weight 10 oz. © 21Oct58;
KK138560.

Combo brand butter flavored popcorn
mix; yellow. Pops 7 full quarts.
Net wt. 10 oz. © 25Sep58;
KK138360.

Popcorn Magic; artificially sweetened
for imitation caramel corn, for
dietary purposes. A powdered mix.
Net weight: 1 1/3 oz. © 17Oct58;
KK138558.

Popcorn Magic; artificially sweetened
for pink peppermint corn, for die-
tary purposes. A powdered mix.
Net weight 1 1/3 oz. © 17Oct58;
KK138559.

Popcorn Magic; artificially sweetened
for popcorn balls, for dietary
purposes. A powdered mix. Net
weight: 4 oz. © 17Oct58; KK138557.

FOOD TANG LABORATORIES. ©

Soup Tang; ingredients for a golden
broth and for making home style
soups, gravies, sauces. Net weight
1 pound. © 22Dec58; KK139599.

FORD MOTOR CO. ©

Disc plows with new truss frame for
peak performance. FMD 3-disc plow.
AD-6297. © 3Jul58; KK136452.

Fomoco. Following is the suggested
order of installation for the sub-
ject kit. 19700 add on air condi-
tioner. I.S.-218 instruction
sheet. © 10Jul58; KK136455.

Fomoco 18320 luggage carrier in-
stallation instructions. I S.-212.
© 11Aug58; KK136873.

Fomoco installation specification;
electric clock. I.S.-213.
© 4Aug58; KK136872.

Front bumper guard installation
instructions. Fomoco. I.S.-242.
© 22Oct58; KK139278.

I.S. 163 installation kit; fire
extinguisher. Fomoco.
© 25Jul58; KK136556.

Installation kit; front turn signal
lamp. I S 78A. © 12Jun58;
KK135427.

Installation kit; horn, air. Fomoco.
IS-63B. © 6Nov58; KK139178.

Installation sheet I.S. 144-A.
Template for 1958 models; template
for 1959 models. Fomoco.
© 28Jul58; KK137774.

Installation specification; IS-25C.
Installation instructions for
power brake kit; for use on 1959
models only. Fomoco. © 10Oct58;
KK139089.

Installation specification I.S.-219;
backup lamp kit. Fomoco.
© 25Jul58; KK136555.

Reversible scoop. Ford farming is
power farming. Series 706 ...
rear mounted scoop. AD-6422A.
© 3Jul58; KK136450.

Save time. Dearborn-Wood Bros. one-
row pull-type corn harvester; one-
row pull-type corn picker.
AD-6799. © 9Jul58; KK137139.

6-foot combine, series 607; for fast,
dependable and low-cost harvests.
AD-6106A. © 3Jul58; KK136453.

Spotlamp 18151. Fomoco. IS-224
installation kit. © 5Aug58;
KK139090.

Trip shank field cultivator for
positive penetration and a complete
tillage job. Series 106.
AD-6295A. © 3Jul58; KK136451.

FOREMANIZE PROCESSES, INC. ©

Foremanize athletic cleaning;
doubles uniform life. © 16Oct58;
KK139466.

FOSTER (L. B.) CO. ©

Faster from Foster; 28 miles of
Alcoa aluminum bridge railing
savings assured on the Illinois
toll highway. (In Engineering
news-record, Nov. 20, 1958, p.18)
Appl. author: Milton Porter.
© 20Nov58; KK139251.

Faster than Foster; nearly 3 miles of
Alcoa aluminum bridge railing
supplied-in-place for San Francis-
co's eastshore freeway. (In
Engineering news-record, Aug. 28,
1958, p.18) Appl. author: Milton
Porter. © 28Aug58; KK137068.

FOX MANUFACTURING CO. ©

Contempo; modern furniture. Appl.
author: Lyons J. Heyman.
© 2Jan58; KK138131.

FRAM CORP. ©

Oil filter cartridge installation
manual. Supplement to 1955
edition. Issued Feb. 1958.
Appl. author: E. F. Morgan.
© 1Feb58; KK135662.

FRANKLIN, JEAN. ©

Rain-Bow-Bobs, colored bobby pins;
match Rain-Bow-Bobs to your
costume. 36 colored bobby pins.
© 23Jun58; KK135817.

FRANKLIN-MONROE CO. ©

Easy, big boy, fragile; thanks.
Appl. author: Franklin Jossel.
© 6Oct58; KK138564.

Honest, Injun, glass; don't throw,
don't drop. Appl. author: Frank-
lin Jossel. © 6Oct58; KK138566.

Please, boys, don't crush; thanks.
Appl. author: Franklin Jossel.
© 6Oct58; KK138565.

Thanks for your order. Two men
shaking hands. (Thank you label)
Appl. author: Franklin Jossel.
© 24Jun58; KK135776.

FRICK (W. H.) INC. ©

Dispensator cafeteria layout.
© 10Jun58; KK135961.

FRIDEN, INC. ©

Business interest in Friden tape-talk
equipment couldn't be keener.
Add-Punch [and other] equipment.
(In The Wall Street Journal,
Aug. 19, 1958, p.3) Appl. author:
J. Walter Thompson Co. © 19Aug58;
KK136820.

Friden has the system. Computyper
[and other] automatic machines.
(In U. S. news & world report,
Dec. 12, 1958, p.100) Appl. au-
thor: J. Walter Thompson Co.
© 9Dec58; KK139416.

Tape-talk technique gives you more
elbow-room to think. Add-Punch
[and other] equipment. (In Busi-
ness week, June 14, 1958, p.24)
Appl. author: J. Walter Thompson
Co. © 13Jun58; KK135576.

FRISCH, IRVING d.b.a. SAVERS' CLUB OF AMERICA. SEE Savers' Club of America.

FRUCHTER, LOUIS d.b.a. PAPERSCENE. SEE Paperscene.

FULLILOVE FARMS. ©

Lazy Days good nibblin' shelled
pecans; halves. Appl. author:
Jack Pope Fullilove, Jr.
© 27Sep58; KK137540.

G

G-B PRODUCTS CO.

Bild-A-Road; toy cars and road signs
included. For ages 3 to 8. Set
no.300. © G-B Products Co.,
John H. Beyer, owner; 6Dec58;
KK139625.

G. H. P. CIGAR CO. ©

For dad, pleasure begins with
La Palina. (In Chicago Sunday
tribune, June 1, 1958, sports,
p.2) © 1Jun58; KK135944.

Give dad with pride; El Producto.
(In Los Angeles times, June 1,
1958, sports, p.2) © 1Jun58;
KK135943.

Now more than ever, pleasure begins
with La Palina. (In Chicago daily
tribune, Sept. 30, 1958, sport,
p.3) © 30Sep58; KK138289.

To dad with Lovera. (In Fort Worth
star telegram, June 2, 1958,
p.24) © 2Jun58; KK135945.

Your best cigar value because El
Producto spells quality. (In
Pittsburgh press, Sept. 14, 1958,
section 4, p.2) © 14Sep58;
KK138290.

GANDRUD (E. S.) CO. ©

Gandy Hi-Lo granular chemical appli-
cator. Appl. author: Ebenhard S.
Gandrud. © 23Jun58; KK136546.

GARELICK MANUFACTURING CO. ©

Eez-In marine products. 1959 cata-
log. Boarding ladders [and other
products] © 10Nov58; KK139520.

GARVIN-MILBIT. ©

A private set; certain things are
private ... so here's a pair you
needn't share. Appl. author:
Murray H. Garvin. © 15Apr58;
KK135990.

So you weren't born with a silver
spoon ... here's a gold thermom-
eter. Appl. author: Murray H.
Garvin. © 15Apr58; KK135988.

Your mink eyebrows; now you've got
everything. Appl. author: Murray
H. Garvin. © 15Apr58; KK135987.

Your mink mustache; now you've got
everything. Appl. author: Murray
H. Garvin. © 15Apr58; KK135989.

GATES & SONS, INC. ©

PlastiCone form tie with 1" or 1 1/2"
break-back; for the finest archi-
tectural finish concrete. Appl.
author: Harris Gordon Gates.
© 1Jul58; KK137374.

GATES RUBBER CO. ©

Your own F-C profit calculator; Fast-
Cure profit calculator. Here's
your daily gross profit using Gates
Fast-Cure tread rubber. Fritz J.
Salzer [and 6 other] retreaters.
Appl. author: Shell Alpert.
© 8Sep58; KK137317.

GAULDIN (R.) TOOL DIE & MANUFACTURING CO. ©

Johnnie Stilt; new, safe, sturdy toy
for young sportsmen. No.726.
Appl. author: Raleigh H. Gauldin.
© 6Nov58; KK139557.

GAYER, ISRAEL. ©

Gayer hairpieces defy detection.
(In Philadelphia daily news,
Apr. 9, 1958, p.27) © 9Apr58;
KK135584.

GAYLORD PRODUCTS, INC. ©

Lady Mervin featherweight chignon;
elasticized, it stretches. A
Gayla quality product.
© 20Aug58; KK136759.

Lady Mervin Hollywood curlers. Crea-
tion of a Gayla quality product.
5. © 20Aug58; KK137015.

GAYLORD PRODUCTS, INC. Cont'd.

Lady Mervin Hollywood hair rollers.
A Gayla quality product. 2.
© 20Aug58; KK137016.

Lady Mervin Hollywood hair rollers
with all purpose do-all clips.
A Gayla quality product. 3.
© 20Aug58; KK136758.

Lady Mervin Hollywood hair rollers
with Gayla bobby pins. 3.
© 20Aug58; KK136755.

Lady Mervin jiffy curl clips; a
Gayla quality product. 15.
© 20Aug58; KK136756.

Lady Mervin wave clips; teeth do not
interlock. A Gayla quality product.
4. © 20Aug58; KK136754.

New, Brush 'n Roll by Lady Mervin;
no easier way to make a perfect
curl. Hair rollers. A Gayla
quality product. © 20Aug58;
KK136757.

GEE, GAR YUEY.

Hot-Dog records. SEE Clark, Frank.

GENERAL. SEE General Tire & Rubber Co.

GENERAL FIREPROOFING CO. ©

A new concept of executive environ-
ment; italic styling. Italic
executive desk [and other office
furniture] © 1Nov58; KK139528.

GENERAL FOODS CORP. ©

Kids are good for Bireley's. [Girl
holding book & looking over at
bottle] Appl. author: Young &
Rubicam, Inc. © Bireley's Divi-
sion, General Foods Corp.; 25Apr58;
KK136406.

Kids are good for Bireley's. Two
boys & a girl watching TV while
drinking. Appl. author: Young &
Rubicam, Inc. © General Foods
Corp., Bireley Division; 5Jun58;
KK136405.

Post Sugar Crisp brand sugar-coated
puffed wheat. SEE CBS Television
Film Sales, Inc.

Post Treat-Pak. SEE CBS Television
Film Sales, Inc.

Reel in the profits with these Birds
Eye fish-buy firsts; Birds Eye
makes frozen fish history. Seafood
mix [and 6 other kinds] (In Quick
frozen foods, Apr. 1958, p.126)
Appl. author: Young & Rubicam, Inc.
© 1Apr58; KK136404.

GENERAL MILLS, INC. ©

Betty Crocker Bisquick, variety
baking mix. Series no.79 C.
Net wt. 2 1/2 lbs. © 14Oct57;
KK138460.

Betty Crocker buttermilk pancake
mix. Series no.E 40-A. 14 oz. net.
© 4Aug58; KK138459.

Betty Crocker cherry fluff frosting
mix. Series no.1. 7 1/4 oz. net
wt. © 2Apr58; KK136600.

Betty Crocker chocolate fudge brownie
mix. Series no.15. 1 lb. net wt.
© 12Sep58; KK138847.

Betty Crocker chocolate fudge
pudding cake mix. Series no.1.
10 oz. net wt. © 9Sep58;
KK138845.

Betty Crocker cocoa chiffon cake
mix. Series no.1. 1 lb. 2.8 oz.
net weight. © 28Jul58; KK137396.

Betty Crocker date bar mix. Series
no.12. 14 oz. net wt. © 12Sep58;
KK138846.

Betty Crocker gingerbread mix.
Series no.22. 14 1/2 oz. net wt.
© 7Oct58; KK139404.

Betty Crocker homestyle biscuits.
10 biscuits. Net wt. 8 oz.
© General Mills, Inc. (in notice:
Refrigerated Foods Division,
General Mills, Inc.); 6Mar58;
KK136572.

Betty Crocker lemon pudding cake mix.
Series no.1. 10 oz. net wt.
© 8Sep58; KK138844.

Betty Crocker orange chiffon cake
mix. Series no.1. 1 lb. 2.8 oz.
net weight. © 28Jul58; KK137397.

Betty Crocker ready-to-bake pizza.
Net wt. 14 3/4 oz. © General
Mills (in notice: Refrigerated
Foods Division, General Mills,
Inc.); 1Dec58; KK139403.

Cocoa Puffs, chocolate flavor corn
cereal. 8 1/2 oz. net wt.
Series no.1. © 12Jun58;
KK139242.

New, radiant-crisp Wheaties; whole
wheat flakes. Large size. Free
all-American sports fitness tester.
Bob Richards. Series no.143.
Net wt. 12 oz. © 28Apr58;
KK136602.

O-celo, pure cellulose sponge.
Giant; 4C. Series 3. © 30Sep58;
KK139106.

Puffin buttermilk biscuits.
10 biscuits. Net wt. 8 ozs.
© General Mills, Inc. (in notice:
Refrigerated Foods Division, Gen-
eral Mills, Inc.); 16Feb58;
KK135868.

Trix, fruit flavor pre-sweetened
cereal; now with fruit-vitamin C.
Series no.27. Net wt. 8 1/2 oz.
© 16Apr58; KK136601.

GENERAL TIRE & RUBBER CO.

Free road service if it punctures;
only the Nygen tire with 2 treads
dares make this statement. General
Dual 90. (In The Wall Street
journal, May 6, 1958, p.6) Appl.
author: Stanley Seward. © General
Tire & Rubber Co. t.a. General;
6May58; KK135902.

If it punctures, we pay for road
service. General Dual 90, the
Nygen tire with 2 treads. (In
The Wall Street journal, May 12,
1958, p.13) Appl. author:
Stanley Seward. © General Tire
& Rubber Co. t.a. General; 12May58;
KK135901.

No lonely road flats; we pay for
road service if it punctures.
General Dual 90. (In The Wall
Street journal, May 26, 1958,
p.13) Appl. author: Stanley
Seward. © General Tire & Rubber
Co. t.a. General; 26May58;
KK135900.

GEOLOGRAPH CO. ©

The Geodril automatic driller for
longer bit life, fewer trips, and
straighter hole. © 27Aug58;
KK137986.

GEORGE, ALEXANDER P. ©

Air mail; hubba, hubba. 75 gummed
airmail labels. © 26Jun58;
KK135792.

GEORGE, GEORGIA O. SEE Roloff, Georgia O. George.

GEORGIA FRUITCAKE CO. ©

Georgia fruit cake. 2 lbs. net
light. Appl. author: Ira S.
Womble, Sr. © 28Oct58; KK138892.

Georgia Queen fruit cake. Net wt.
2 lb. Appl. author: Ira Strick-
land Womble, Sr. © 1Sep58;
KK137583.

GHANA GEMS CO. ©

Introducing a new, radiantly clear,
bright white gem as brilliant as
a genuine diamond. No.1444, the
Manhattan [and 11 other styles]
Appl. author: Irvin Diamond.
© 1May58; KK136127.

GILBERT HOTEL RESERVATIONS. ©

A message of interest to those who
travel. Appl. author: Emilia C.
Gilbert. © 1May58; KK135372.

GILLETTE CO. ©

Creamy Prom, the conditioning home
permanent; regular for all types
of hair. Contents: 3 fl. oz.
regular waving cream. © Gillette
Co., Toni Co. Division; 14Apr58;
KK136949.

Greetings. 50 Gillette Blue Blades,
five 10 blade dispensers.
© 30Oct58; KK139497.

Let this floor stand help get your
share of \$16,086,000 in sales.
World Series special: one-piece
TV razor. (In Chain store age,
grocery ed., Aug. 1958, p.40-41)
Appl. author: Maxon, Inc.
© 30Jul58; KK136279.

Merry Christmas. 50 Gillette Blue
Blades in five 10 blade dispensers.
© 30Oct58; KK139500.

New Bobbi pin curl permanent; new,
complete hairstyle kit, 3 kinds of
curlers. Contents: 3 fl. oz. wav-
ing lotion. © Gillette Co., Toni
Co. Division; 31Mar58; KK136950.

New, for soft, modern hairstyles;
Bobbi pin curl permanent refill
kit. Contents: 3 fl. oz. waving
lotion, 16 end tissues.
© Gillette Co., Toni Co. Division;
28Jul58; KK138178.

New result, new convenience; Tonette,
children's permanent by Toni.
Contents: 3.5 fl. oz. waving
lotion. NM: "new art, layout,
copy." © Gillette Co., Toni Co.
Division; 25Jun58; KK138179.

Rinses twice as clean; it's crystal-
clear, new White Rain liquid sham-
poo. (In The Washington post &
times herald, May 15, 1957)
© Gillette Co., Toni Co. Division;
15May57; KK138635.

Season's greetings. Blue Blades in
dispenser. 10. © 30Oct58;
KK139499.

Season's greetings. Blue Blades in
dispenser. 20. © 30Oct58;
KK139498.

Silver Curl home permanent plus
beauty treatment, by Toni, for
gray & white hair. Contents:
3.85 fl. oz. waving lotion.
© Gillette Co., Toni Co. Division;
9May58; KK136948.

So easy to buy, so sure to please;
Gillette gifts for men. The man
who has everything shaves every-
day. Christmas gift cards [and
other] gifts. (In Leatherneck,
Dec. 1958, p.9) Appl. author:
Maxon, Inc. © 25Nov58; KK139034.

Special for World Series to make you
money; TV one-piece razor. (In
Buying guide, Sept. 1958, p.27)
Appl. author: Maxon, Inc.
© 30Aug58; KK136920.

Special for World Series to make you
money. TV one-piece razor.
(In Ketchum profit parade, Aug.
1958, p.6-7) Appl. author: Maxon,
Inc. © 1Aug58; KK136252.

Special for World Series to make
you money. TV one-piece razor.
(In Variety store merchandiser,
Aug. 1958, p.86-87) Appl. au-
thor: Maxon, Inc. © 1Aug58;
KK136260.

Ted Kluszewski tells how he belts
'em out. You bet I shave with a
Gillette blade in a Gillette razor.
(In New York journal-American,
Mar. 17, 1957, comics) Appl. au-
thor: Maxon, Inc. © 17Mar57;
KK136692.

Variety store managers: Your biggest
Gillette month is December. A
complete shaving outfit ... TV one-
piece razor with dispenser of Gil-
lette Blue Blades ... and a can of
Foamy shaving cream. (In Variety
store merchandiser, Sept. 1958,
p.68-B) Appl. author: Maxon, Inc.
© 1Sep58; KK137031.

While they last, Gillette one-piece razor; World Series special. (In Leatherneck, Sept. 1958, p.5) Appl. author: Maxon, Inc. © 25Aug58; KK136714.

White Rain, lotion shampoo by Toni. 1 1/2 fl. oz. © Gillette Co., Toni Co. Division; 20May58; KK138729.

Your biggest Gillette month is December. A complete shaving outfit ... TV one-piece razor with dispenser of Gillette Blue Blades ... and a can of Foamy instant lather shaving cream [and 3 other sets] (In Post exchange, Oct. 1958, p.32) Appl. author: Maxon, Inc. © 10Oct58; KK137544.

Your biggest Gillette month is December. A complete shaving outfit ... TV one-piece razor with dispenser of Gillette Blue Blades ... and a can of Foamy instant lather shaving cream. (In American druggist, Sept. 8, 1958, p.86) Appl. author: Maxon, Inc. © 8Sep58; KK137119.

GITS MOLDING CORP. ©

I.O.U. piggy bank. Year 'round advertising; it's the business gift that gets business. Appl. author: Lloyd Wilbur Byrnes. NM: new text. © 5May58; KK136331.

GLASCOCK BROS. MANUFACTURING CO. ©

Cash in with Glasco's big three; milk vendor, tasty shake vendor, dual-product vendor. Glasco model GDV-M1M [and 2 other] vendors. (In American automatic merchandiser, Nov. 1958, p.56-57) Appl. author: Applegate Advertising Agency, Inc. © 15Nov58; KK138708.

For your top profits vend milk, milk shakes, or both; Tasty Shake. Glasco convertible vendors. Glasco model GDV-M2Ms [and 2 other] vendors. (In Vend, Sept. 1958, p.110-111) Appl. author: Applegate Advertising Agency, Inc. © 2Sep58; KK137462.

GLEASON STEEL CORP.

Auto-Fitt steel ball bearing lawn mower wheels. Appl. author: Jack A. Pescheck. © Auto-Fitt Wheels, division Gleason Steel Corp.; 13Nov58; KK139115.

GLIDDEN CO. ©

The only bargain in house paint is a longer lasting job. Endurance house paint [and 4 other] paints. (In Better homes & gardens, Sept. 1958, p.132-133) Appl. author: Meldrum & Fewsmith, Inc. © 21Aug58; KK139035.

The only bargain in house paint is a longer lasting job. Endurance house paint [and 4 other] paints. (In The Progressive farmer, Sept. 1958, p.66) Appl. author: Meldrum & Fewsmith, Inc. © 15Aug58; KK139036.

Pigments. Why best-selling finishes of tomorrow begin with Glidden pigments today. (In American paint journal, Dec. 16, 1957, p.74-75) Appl. author: Meldrum & Fewsmith, Inc. © 13Dec57; KK135362.

GOLD BELL GIFT STAMPS COOPERATIVE, INC. ©

Honored brand names; Gold Bell gift catalog. © 14Aug58; KK137539.

GOLDEEN'S, INC. ©

100% Dupont nylon carpet, with an unconditional written 7-year guarantee. (In San Jose mercury-news, June 15, 1958, p.24) Appl. author: Mary Chaney Hoffman. © 15Jun58; KK135688.

GOLDIN, ROBERT R. ©

20 million Gold Bell trading stamps to be given away in secret, to help prove that ... you'll buy your next automobile from Kronon. © 7Jun58; KK136845.

GOLDNER, HERVE H. ©

All Season malt flavored vodka; imported. 4/5 qt. France. © 13Dec56; KK136842.

GOLOS, LOUIS. ©

10,000 Christmas gifts. © 17Sep58; KK138499.

GONSALVES, ALBERT D.

Fuel injection features. Vic Hubbard, Hayward, California: motor parts, speed equipment. Algon injectors. © Albert D. Gonsalves a.k.a. A. Gonsalves; 1Feb58; KK136560.

GOODRICH (B. F.) CO. ©

B. F. Goodrich tires carry 250,000 feet of timber daily, can still be retreaded. Smileage. Biles-Coleman. (In The Timberman, Aug. 1958, p.96) © 5Aug58; KK137354.

B. F. Goodrich tires give up to 50% more service, contractor reports. Smileage. F. R. Hewett Co. (In Roads & streets, Aug. 1958, p.21) © 15Aug58; KK137355.

B. F. Goodrich tires roll 150,000 miles on original tread. Smileage. McCoy Bros. Lumber Co. (In The Timberman, June 1958, p.88) © 5Jun58; KK137350.

Smileage. B. F. Goodrich tubeless tires enable oil hauler to carry more pay load. Barlow's Service, Inc. (In Commercial car journal, Aug. 1958, p.8) © 5Aug58; KK137353.

Smileage. B. F. Goodrich tubeless tires give bakery 20% more mileage. Brown's Bakery. (In Commercial car journal, June 1958, p.8) © 5Jun58; KK137349.

Truck owner gets 160,000 miles plus 4 retreads from traction express tires. Smileage. Roger Smith. (In Commercial car journal, July 1958, p.8) © 5Jul58; KK137351.

Why loggers pick B. F. Goodrich tires for rugged hauling jobs like these. Smileage. (In The Timberman, July 1958, p.80) © 5Jul58; KK137352.

GORDON'S DRY GIN CO., LTD. ©

Are you a blendsman first class? Distilled vodka. (In The New Yorker, Aug. 2, 1958, p.45) Appl. author: L. H. Hartman Co., Inc. © 2Aug58; KK136125.

Are your vodka drinks as dry as your humor? (In The New Yorker, Aug. 9, 1958, p.46) Appl. author: L. H. Hartman Co. © 9Aug58; KK136413.

How's your blendsmanship? Distilled vodka. (In The New Yorker, July 26, 1958, p.34) Appl. author: L. H. Hartman Co., Inc. © 26Jul58; KK136126.

GOETHAM, MISS. SEE Miss Gotham.

GOTTLIEB, JULIUS. ©

Don't be a litter bug; put your trash in this Litter Bag. © 28Jul58; KK137429.

GOULD-NATIONAL BATTERIES, INC. ©

Calcium stationary batteries for full float applications. © 30Apr58 (in notice: 1957); KK135409.

Calcium stationary cells in plastic containers. Types CSC-74 [and 3 other] types. © 31Oct57; KK135414.

Calcium stationary cells in plastic containers. Types: DC, EC, FC. © 28Feb58 (in notice: 1957); KK135415.

Earthquake proof battery bracing. © 31May58; KK135416.

Instructions; how to replace a 12-cell battery without breaking circuit. © 1Jun58; KK135413.

Memorandum of agreement covering Gould motive power batteries. © 31May58; KK135411.

Quotation and battery types. © 31May58; KK135410.

Warranty. © 31Mar58; KK135412.

GRAND AWARD RECORD CORP. ©

Knuckles O'Toole plays the greatest all-time ragtime hits; 15 spectacular performances by America's no.1 piano man. G. A. 33-373. © 5Aug58; KK136523.

Paris spectacular. Enoch Light and his orchestra. G. A. 33-380. © 5Aug58; KK136524.

Roman spectacular, v.2. Charles Magnante, world's greatest accordionist and his all-star orchestra. G. A. 33-374. © 5Aug58; KK136522.

Spanish spectacular. Charles Magnante, world's greatest accordionist, and his all-star orchestra. G. A. 33-379. © 5Aug58; KK136525.

Stereophonic spectacular; demonstration record; limited edition. GA S.D. 400. © 28Aug58; KK137220.

GRANVILLE'S.

Granny says: Granville's went right to the source. Loose diamonds, sale priced at a 10 year low. (In San Francisco examiner, Aug. 4, 1958, section 2, p.20) © Granville's Jewelers, Inc. d.b.a. Granville's; 4Aug58; KK136144.

Granny says: Granville's went right to the source. Loose diamonds, sale priced at a 10 year low. (In San Francisco examiner, Aug. 11, 1958, section 2, p.20) Appl. states prev. pub. 4Aug58. NM: illus. & set-up of copy. © Granville's Jeweler, Inc. d.b.a. Granville's; 11Aug58; KK136947.

GRANVILLE'S JEWELERS, INC. d.b.a.

GRANVILLE'S. SEE Granville's.

GRATING DIVISION, ROCKWELL-STANDARD CORP. SEE Rockwell-Standard Corp.

GREAT WESTERN SAVINGS & LOAN ASSN., LOS ANGELES.

GWS, the smart place to save; save with iron-clad security. (In Los Angeles herald-express, Apr. 3, 1958, p.4) © Greater Western Savings & Loan Assn.; 3Apr58; KK137175.

GWS, the smart place to save for money-mobility. (In Los Angeles times, June 1, 1958, p.2) © Great Western Savings & Loan Assn.; 1Jun58; KK137177.

GWS, the smart place to save for retirement. (In Los Angeles examiner, May 13, 1958, p.4) © Great Western Savings & Loan Assn.; 13May58; KK137176.

Smart time to move your savings to GWS. Parking meter. (In Los Angeles times, July 1, 1958, pt.1, p.24) © Great Western Savings & Loan Assn.; 1Jul58; KK136533.

Smart time to move your savings to GWS. Shopping cart. (In Los Angeles times, June 26, 1958, pt.3, p.7) © Great Western Savings & Loan Assn.; 26Jun58; KK136529.

GREAT WESTERN SUGAR CO. ©

A giant step forward in MSG cookery; heretofore, the technique of cooking with mono sodium glutamate has often been haphazard. Uni-Portion Pack. © 25Apr58; KK135654.

GREEN GIANT CO. ©

Copy cat. Niblets brand corn, now quick-cooked. (In Life, Mar. 17, 1958, p.109) Appl. author: Leo Burnett Co., Inc. © 13Mar58; KK136781.

Famous gourmet discloses two treasured recipes. James A. Beard shows you new ways. Peas elegantes; corn epicurean. (In Life, Feb. 24, 1958, p.34-35) Appl. author: Leo Burnett Co., Inc. © 20Feb58; KK136785.

Give 'em flavor like this without the cob; Niblets brand fresh corn, vacuum packed. 1st. (In American restaurant magazine, Feb. 1958, p.34) Appl. author: Leo Burnett Co., Inc. © 10Feb58; KK136778.

Give 'em flavor like this without the cob; Niblets brand fresh corn, vacuum packed. 2d. (In American restaurant magazine, Feb. 1958, p.66) Appl. author: Leo Burnett Co. © 10Feb58; KK136779.

Give 'em flavor like this without the cob; Niblets brand fresh corn, vacuum packed. 3d. (In American restaurant magazine, Feb. 1958, p.127) Appl. author: Leo Burnett Co., Inc. © 10Feb58; KK136780.

Now quick cooked; Niblets brand fresh corn, vacuum packed. When it comes to vegetables ... don't overcook. (In Life, Jan. 20, 1958, p.98) Appl. author: Leo Burnett Co., Inc. © 16Jan58; KK136784.

Only thing missing is the cob; Niblets brand corn, now quick cooked. (In American restaurant magazine, Jan. 1958, p.20-21) Appl. author: Leo Burnett Co., Inc. © 10Jan58; KK136777.

Pronto roasting ears with an Italian accent. Just heat Niblets brand corn with Kraft Italian dressing in a husk of Reynolds wrap. (In Life, June 23, 1958, p.48-49) Appl. author: Leo Burnett Co., Inc. © 19Jun58; KK136783.

Tended with tenderness to create the Green Giant flavor; great big tender sweet peas. (In This week magazine, Apr. 27, 1958, p.18) Appl. author: Leo Burnett Co., Inc. © 27Apr58; KK136782.

GREEN HILLS PRODUCTS, INC. ©

Green Hills bricks processed solely under permit. Appl. author: Jules C. Gindraux. © 12Nov58; KK138947.

GREEN LAKE BEVERAGE CORP. ©

Dri-Hi-Ball, a delicious and refreshing drink. Appl. author: John B. Taylor. © 8Sep58; KK137988.

GRINNELL CO., INC. ©

Special hazard fire protection. Water spray, foam, carbon dioxide, dry chemical. Appl. author: Dawson Powell. © 5Mar58; KK135980.

GRISCOM-RUSSELL CO. ©

G-R extended surfaces. Bulletin ES. Appl. author: Robert P. McAndrew. © 22Aug58; KK137554.

GROLIER SOCIETY, INC. ©

Have you given them what they really need? For Christmas and a lifetime; the Book of Knowledge, the children's encyclopedia. (In Long Island newsday, Nov. 24, 1958, p.13c) Appl. author: Doyle Dane Bernbach, Inc. © 24Nov58; KK139536.

How many can you answer? The Book of Knowledge, the children's encyclopedia. (In Middletown times herald, Middletown, N. Y., Oct. 13, 1958, p.2) Appl. author: Doyle Dane Bernbach, Inc. © 13Oct58; KK138682.

Is this your child, this important lawyer-to-be. For Christmas and a lifetime, the Book of Knowledge, the children's encyclopedia. (In Redbook magazine, Dec. 1958, p.3) Appl. author: Doyle Dane Bernbach, Inc. © 25Nov58; KK139368.

My daddy knows everything. For Christmas and a lifetime, the Book of Knowledge, the children's encyclopedia. (In The American home, Dec. 1958, p.5) Appl. author: Doyle Dane Bernbach, Inc. © 20Nov58; KK139367.

GROSS ADVERTISING SERVICE. ©

Reminder for baby sitter. Appl. author: Edmund J. Gross. © 1Jul58; KK136495.

GROSVENORDALE WOOLEN MILLS, INC. ©

Crestdale 100% virgin cashmere; look for the Crestdale label ... for Rencroft cashmere coats. Appl. author: Mary Keane. © 27Oct58; KK139241.

GROVE LABORATORIES, INC.

New discovery reported best answer for cold sufferers. Citroid compound. (In St. Louis globe-democrat, Feb. 21, 1957, p.16A) © Clayton Laboratories, division of Grove Laboratories, Inc.; 21Feb57; KK135958.

GUMOUT DIVISION, PENNSYLVANIA REFINING CO. SEE Pennsylvania Refining Co.

GUNDLACH (G. P.) & CO. ©

Flavor-Seller. No.16-16.

© 2Sep58; KK137956.

Flavor-Seller blueberry ice cream.

No.16-5. © 2Sep58; KK137945.

Flavor-Seller butter car-a-mel ice cream. No.16-3. © 2Sep58;

KK137943.

Flavor-Seller butter praline ice cream. No.16-11. © 2Sep58;

KK137951.

Flavor-Seller chocolate ice cream.

No.16-13. © 2Sep58; KK137953.

Flavor-Seller chocolate marshmallow ice cream. No.16-1. © 2Sep58;

KK137941.

Flavor-Seller Dutch apple ice cream.

No.16-10. © 2Sep58; KK137950.

Flavor-Seller Grenadier black sweet cherry ice cream. No.16-6.

© 2Sep58; KK137946.

Flavor-Seller lemon chiffon ice cream. No.16-8. © 2Sep58;

KK137948.

Flavor-Seller peach ice cream.

No.16-7. © 2Sep58; KK137947.

Flavor-Seller peppermint stick ice cream. No.16-12. © 2Sep58;

KK137952.

Flavor-Seller sherbet. No.16-15.

© 2Sep58; KK137955.

Flavor-Seller strawberry ice cream.

No.16-4. © 2Sep58; KK137944.

Flavor-Seller Sweetheart ice cream.

No.16-9. © 2Sep58; KK137949.

Flavor-Seller vanilla ice cream.

No.16-14. © 2Sep58; KK137954.

Flavor-Seller Whitehouse cherry ice cream. No.16-2. © 2Sep58;

KK137942.

GUNLOCKE (W. H.) CHAIR CO. ©

Boy, that will do him more good than a trip to Florida. (In Office appliances, Oct. 1958, p.87) Appl. author: Rogers & Porter, Inc. © 23Sep58 (in notice: 1957); KK138062.

Wow, I'd work in that office free. (In Office appliances, Aug. 1958, p.65) Appl. author: Rogers & Porter, Inc. © 23Jul58 (in notice: 1957); KK136083.

Wow, when I'm a big shot, I'll have one of them, too. (In Office appliances, Apr. 1958, p.125) Appl. author: Rogers & Porter, Inc. © 23Mar58 (in notice: 1957); KK135499.

GUNTHER BREWING CO. ©

Great new taste; the taste you want in beer is here. (In The York dispatch, York, Pa., Aug. 28, 1958, p.3) © 28Aug58; KK139045.

GUTTMAN, DAVID & MAX GUTTMAN d.b.a. MISS GOTHAM. SEE Miss Gotham.

GUTTMAN, MAX & DAVID GUTTMAN d.b.a. MISS GOTHAM. SEE Miss Gotham.

H

HACHMEISTER, INC. ©

Hako baking products. Item: Hako cake donut mix, with jet-stream uniformity. © 11Jul58; KK136611.

HAERR, E. C. d.b.a. HAERR MANUFACTURING CO. SEE Haerr Manufacturing Co.

HAERR MANUFACTURING CO.

Auto-finder. © E. C. Haerr d.b.a. Haerr Manufacturing Co.; 29Sep58; KK137789.

HAFFENREFFER & CO., INC. ©

Today change to Haffenreffer lager beer. (In The Boston daily globe, Oct. 24, 1958, p.1) © 24Oct58; KK139188.

HAGNER, F. H. ©

Manual for the effective use of the Hagner mechanical universe. A teaching aid for geography and science, by Frank L. Whitehead. © 18Sep58; KK138027.

HAIGHT HILL CO. ©

Where the widgeits go. And remember, a loan is ready for you at any friendly office. Appl. author: Frederick Stein. © 2Jun58; KK135397.

HAMILTON BEACH, a division of SCOVILL MANUFACTURING CO. SEE Scovill Manufacturing Co.

HAMILTON CO. ©

Metabol'aid, for prescribed effortless circulatory augmentation. (In MD, Oct. 1958, p.48) Appl. author: Foote, Cone & Belding. © 1Oct58; KK138680.

HAMILTON MANUFACTURING CO. ©

Hamilton home service director, Mrs. Helen Tangen, talks woman-to-woman about the 1958 Hamilton automatic washers and dryers. (In Ladies' home journal, Apr. 1958, p.164-165) Appl. author: R. V. O'Brien, Jr. © 31Mar58; KK138549.

Mrs. Helen Tangen ... explains how Hamilton with twin air-streams dries faster, quieter, more gently than any other dryer. (In Better homes & gardens, Nov. 1958, p.144) Appl. author: R. V. O'Brien, Jr. © 25Oct58; KK138548.

When a step stool is handy, everything else is; get a Cosco step stool. (In The Saturday evening post, Apr. 27, 1957, p.158) © 23Apr57; KK135770.

HAMM (THEO.) BREWING CO. ©

From the land of sky blue waters.
Big refresher. Large glass;
4 smaller glasses. Appl. author:
Campbell-Mithun, Inc. © 25May58;
KK137064.

From the land of sky blue waters.
Carved [pine] tree [beside large
glass] Appl. author: Campbell-
Mithun, Inc. © 25Feb58;
KK138230.

From the land of sky blue waters.
Lacy foam [on large glass] Appl.
author: Campbell-Mithun, Inc.
© 25Jan58; KK138229.

From the land of sky blue waters.
Large glass; autumn leaves.
Appl. author: Campbell-Mithun,
Inc. © 25Sep58; KK137461.

From the land of sky blue waters.
Rainbow; large glass. Appl. au-
thor: Campbell-Mithun, Inc.
© 25Mar58; KK137061.

From the land of sky blue waters.
Snow bear; large glass; can.
Appl. author: Campbell-Mithun, Inc.
© 25Jul58; KK137065.

From the land of sky blue waters.
Snowdrift; large glass. Appl.
author: Campbell-Mithun, Inc.
© 25Jun58; KK137063.

From the land of sky blue waters.
Toasting glasses [skating pond]
Appl. author: Campbell-Mithun,
Inc. © 25Nov58; KK139191.

From the land of sky blue waters.
Two boats; large glass. Appl.
author: Campbell-Mithun, Inc.
© 25Apr58; KK137062.

HAMMEL, JOYCE K. ©

IBS, fungicide. Net content 1 oz.
© 19Nov58; KK139248.

HAMMOND ORGAN CO. ©

Brand image. (In Piano trade maga-
zine, Aug. 1958, cover) Appl.
author: Young & Rubicam, Inc.
© 1Aug58; KK137713.

Dr. Mario Salvador tells why he likes
the Hammond. (In The Diapason,
May 1958, p.14) Appl. author:
Young & Rubicam, Inc. © 1May58;
KK136398.

Dr. T. Stanley Skinner tells why he
likes the Hammond organ. (In The
Diapason, Aug. 1, 1958, p.15)
Appl. author: Young & Rubicam, Inc.
© 1Aug58; KK137710.

In the mind of the public, the name
Hammond means organ. (In Piano
trade magazine, May 1958, cover)
Appl. author: Young & Rubicam, Inc.
© 1May58; KK135914.

New, easy to play, inexhaustible,
exciting and best of all worth-
while. (In The Saturday evening
post, Sept. 27, 1958, p.97)
Appl. author: Young & Rubicam, Inc.
© 23Sep58; KK138420.

One, or more, of these coupons will
bring better music to your church.
(In Christian herald, May 1958,
p.78-79) Appl. author: Young &
Rubicam, Inc. © 25Apr58;
KK136400.

Only Hammond offers you touch-
response percussion control. (In
The Diapason, Sept. 1958, p.45)
Appl. author: Young & Rubicam, Inc.
© 1Sep58; KK139049.

Since 1935, Hammond has invested
million of dollars in advertising.
(In Piano trade magazine, June
1958, cover) Appl. author: Young
& Rubicam, Inc. © 1Jun58;
KK136401.

Stop wishing, start playing without
a single lesson. (In Coronet,
May 1958, p.17) Appl. author:
Young & Rubicam, Inc. © 17Apr58;
KK135917.

To the consumer, the name Hammond
means organ. (In Piano trade
magazine, July 1958, cover) Appl.
author: Young & Rubicam, Inc.
© 1Jul58; KK136402.

Which? Which organ will be the
biggest seller in the coming
Christmas season? (In Piano trade
magazine, Oct. 1958, cover) Appl.
author: Young & Rubicam, Inc.
© 1Oct58; KK139009.

Why? Why do people, year after year,
buy more Hammond organs than any
other make? (In Piano trade maga-
zine, Sept. 1958, cover) Appl.
author: Young & Rubicam, Inc.
© 1Sep58; KK138423.

Why the Hammond organ is a good
investment for your school. (In
The Instrumentalist, Sept. 1958,
p.7) Appl. author: Young & Rubi-
cam, Inc. © 18Aug58; KK138421.

You'll play it beautifully all your
life and never need a lesson.
(In Ebony, June 1958, p.119)
Appl. author: Young & Rubicam, Inc.
© 12May58; KK136399.

HAND (PETER) BREWERY CO. ©

Frank Carroll, McCall's magazine,
says: I love TV commercials.
Meister Bräu. (In Chicago daily
tribune, May 23, 1957, pt.4, p.7)
© 23May57; KK137326.

Miss Ruth Klar, receptionist at
Brown & Bigelow, says: Movies
are better than ever. Meister
Brau. (In Chicago daily tribune,
May 28, 1957, pt.2, p.10)
© 28May57; KK138364.

HANDICAPPED INDUSTRIES. ©

X-plorer rocket; rockets up to 50
feet. Fun with safety for all
ages. Handee; crafted by the
handicapped. Appl. authors:
Eric A. Allen & Richard K. Walsh
d.b.a. Handicapped Industries.
© 10Jul58; KK135886.

HANNA, JAY. SEE Indigenous Enter-
prises.

HAPPY BEE MANUFACTURING CO. ©

Space Ace Glide Rocket, a soaring
rocket glider two feet long. A
balloon action toy. Appl. author:
Jerome Lemelson. © 1Jul53;
KK138042.

HARBISONS DAIRIES, INC. ©

Billy Penn ice cream. One half
gallon liquid. © 29Apr58;
KK135885.

HARMON, CLINTON L., sole owner, ART
ADS SERVICE. SEE Art Ads Service.

HARNISCHFEGER HOMES, INC. ©

Cape Cod charm; 4 bedrooms, 2 baths
for \$100-week income families.
The P & H Vermont. (In PF, Nov.
1958, p.117) © 24Nov58;
KK139632.

Cape Cod charm; 4 bedrooms, 2 baths,
on a \$100-week income. The new
P & H Vermont. (In Living for
young homemakers, Sept. 1958,
p.5-6 after p.37) © 20Aug58;
KK137375.

The Conway; a 3-bedroom, single bath
traditional colonial home for
families with incomes of \$75 per
week or more. © 9Sep58;
KK137385.

The Glostons; the Glencoe. Here's a
spacious, 3-bedroom ranch home
providing 2 full baths. © 9Sep58;
KK137387.

The Northdale; the Newdale. A long,
low and lovely 3-bedroom ranch with
2 baths and dining room. © 9Sep58;
KK137386.

The Radcliffe, a deluxe 3-bedroom
ranch home featuring 2 1/2 baths.
© 9Sep58; KK137388.

The Vermont, an expandable 4-bedroom,
2-bath Cape Cod home. © 1Aug58;
KK136281.

HARRINGTON, FOXHALL C. ©

Fox's Den. Sandwiches [and other
menu items] © 20Oct58; KK139110.

HARRIS (DUDLEY T.) & CO. ©

Now, the Dudley T. Harris & Co. joins
other big names in Corpus Christi
to bring you Texas gold stamps with
the purchase of the Ter-Mog-Si
package of service; kills termites,
house pests, lawn pests.
© 14Oct58; KK138097.

Ter-Mog-Si coverage sheet. This con-
tract warrants that any additional
applications of chemicals ...
against the attack of termites
shall be performed at no additional
cost. © 14Oct58; KK138096.

Ter-Mog-Si estimate sheet and con-
tract; non-infestation [sic]
protection. NM: all new except
diamond. © 15Oct58; KK138073.

What is the Ter-Mog-Si story?
Ter-Mog-Si is a new, scientifically
compounded chemical that kills ter-
mites and household pests. NM:
all new except diamond. © 16Sep58;
KK137655.

HARRISON HOME PRODUCTS CORP. ©

Revolutionary adding machine; an
Italian invention. (In The News &
observer, Raleigh, N. C., Oct. 5,
1958, section 3, p.16) © 5Oct58;
KK138245.

HARRY, GEORGE, owner, CHIP STEAK CO. OF
BUFFALO. SEE Chip Steak Co. of
Buffalo.

HAWK MODEL CO. ©

Lockheed T-33. © 29Oct58;
KK139085.

T-33 U. S. Air Force jet trainer.
Plastic models. Model no.509-98.
© 29Oct58; KK139086.

U. S. Army Jupiter-C rocket; Explorer
satellite. Plastic models. Model
no.150. © 10Sep58; KK137895.

HEADS & THREADS, INC. ©

Enjoy bigger savings on carriage
bolts, machine bolts. (In Indus-
trial distribution, Sept. 1957,
p.226) NM: "artwork, headlines,
some copy." © 5Sep57; KK137025.

Ever hear of a nut winning the Nobel
prize? Alfred Nobel ... made by
Bultfabriks AB, semi-finished nuts.
(In Industrial distribution, Apr.
1958, p.211) © 5Apr58; KK135975.

Ever hear of a vintage bolt? Made
by VA Valtier; machine bolts and
nuts. (In Industrial distribution,
May 1958, p.245) © 5May58;
KK137027.

For distributors only; let's get
down to brass tacks; square nuts.
(In Industrial distribution, Oct.
1957, p.139) NM: revision &
additions. © 5Oct57; KK137022.

Holiday greetings; 1958. Over a
billion bolts, nuts, screws and
lock washers in stock. (In Indus-
trial distribution, Dec. 1957,
p.140) © 5Dec57; KK137023.

Mr. Distributor: Here it is, lock,
stock and barrel; the facts on lock
washers. (In Industrial distribu-
tion, Mar. 1958, p.170) © 5Mar58;
KK136499.

Save on finished & semi-finished
hex nuts; lowest prices on unequal-
led quality imported fasteners.
(In Industrial distribution, Feb.
1958, p.243) © 5Feb58;
KK135775.

HEADS & THREADS, INC. Cont'd.

Save on slotted head steel wood screws. (In Industrial distribution, Aug. 1957, p.155) NM: "artwork, headlines, some copy." © 5Aug57; KK137024.

So sorry, we have no geisha girls in stock; but we do have ... wood screws & machine screw nuts. (In Industrial distribution, June 1958, p.187) NM: additions. © 5Jun58; KK138234.

The world is your factory; over a billion bolts, nuts, screws and lock washers in stock. (In Industrial distribution, Nov. 1957, p.165) NM: "artwork, headlines, some copy." © 5Nov57; KK137026.

HEATH (L. S.) & SONS, INC. ©

Toffee premium ice cream bar; chocolate covered. Net contents 3 fl. ozs. Appl. author: Milprint, Inc. © 8May58; KK135349.

HEILEMAN (G.) BREWING CO. ©

Refresh; lightest, because it's aged longest. Old Style. [Outdoor barbecue scene] Appl. author: Compton Advertising, Inc. © 20Jun58; KK135667.

Refresh; lightest, because it's aged longest. Old Style. Raking leaves at dusk; bottle pouring beer into glass. Appl. author: Compton Advertising, Inc. © 20Aug58; KK137165.

HEINN CO. ©

Dwight's tested revision proves Heinn encyclopedia of paper. (In American paper merchant, Oct. 1957, p.57) Appl. author: Morrison-Greene-Seymour, Inc. © 26Sep57; KK137172.

Heinn sells ideas, not just nuts and bolts; like other binder jobs, your own may call for new materials and methods. (In Sales management, Apr. 4, 1958, p.82) Appl. author: Morrison-Greene-Seymour, Inc. © 4Apr58; KK135870.

Heinn stimulates creative selling; with always-current, colorific-indexed catalogs in Heinn loose-leaf binders, salesmen and dealers find three-second answers. (In Advertising requirements, May 1957, p.7) Appl. author: Morrison-Greene-Seymour, Inc. © 17Apr57; KK137173.

A new sales propellant, the Heinn Jet-Lok binder. (In Purchasing, Apr. 28, 1958, p.118) Appl. author: Morrison-Greene-Seymour, Inc. © 28Apr58; KK137171.

Your checklist for sales; with Heinn loose-leaf binders and colorific indexes, your salesmen and customers have quick access to current facts. (In Printers' ink, Mar. 29, 1957, p.8) Appl. author: Morrison-Greene-Seymour, Inc. © 29Mar57; KK137169.

HENSING, CHARLES W. ©

Automobile frost & snow hood. © 20Nov58; KK139072.

HERCULES POWDER CO. ©

LacQuotes, published in the interest of quality lacquers. A little squirt grows up. June 1958. No.30. Appl. author: Doris J. Watson. © 28Jul58; KK136082.

LacQuotes, published in the interest of quality lacquers. Parlon, the all-purpose fortifier. August, 1958. No.31. Appl. author: Doris J. Watson. © 20Aug58; KK136666.

Nitrocellulose lacquer, the fine finish for fine wood products; works wonders in kitchens, by Carr. Appl. author: Frederick E. Schmitt, Jr. © 29Aug58; KK137974.

Product data. Appl. author: Frederick E. Schmitt, Jr.

No. 101. Ethyl cellulose, a versatile film-forming cellulose ether. © 2Dec58; KK139491.

201. Abalyn, the methyl ester of rosin. © 28Aug58; KK137079.

202. Hercolyn, the hydrogenated methyl ester of rosin. © 28Aug58; KK137080.

203. Flexalyn, the diethylene glycol ester of rosin. © 29Aug58; KK137975.

204. Flexalyn C, the ethylene glycol ester of rosin. © 29Aug58; KK137976.

205. Ester Gum 8L, the glycerin ester of rosin. © 29Aug58; KK137981.

206. Poly-Pale Ester 1, the ethylene glycol ester of polymerized rosin. © 29Aug58; KK137982.

207. Vinsol ester gum, the glycerin ester of vinsol. © 29Aug58; KK137983.

208. Lewisol 2L, a maleic alkyd-modified rosin ester. © 29Aug58; KK137977.

209. Lewisol 28, a maleic alkyd-modified rosin ester. © 29Aug58; KK137978.

210. Lewisol 33, a maleic alkyd-modified rosin ester. © 29Aug58; KK137979.

211. Lewisol 40, a fumaric-rosin adduct. © 29Aug58; KK137980.

212. Petrex acid, a resinous terpene polybasic acid. © 10Sep58; KK137957.

213. Petrex SS, an unmodified petrex alkyd resin. © 10Sep58; KK137958.

214. Petrex 7-75T, an unmodified petrex alkyd resin. © 10Sep58; KK137959.

215. Petrex 130H, a coester of petrex acid and hydrogenated rosin. © 10Sep58; KK137960.

216. Neolyn 223, a resinous plasticizer for vinyls. © 24Sep58; KK138013.

217. Improved technical PE, essentially pure technical pentaerythritol. © 24Sep58; KK138014.

218. Mono-PE, essentially pure monopentaerythritol. © 24Sep58; KK138015.

219. Poly-Pale Ester 10, the glycerin ester of polymerized rosin. © 10Sep58; KK137961.

220. Pentalyn A, the pentaerythritol ester of rosin. © 10Oct58; KK138021.

221. Pentalyn C, a pentaerythritol ester of polymerized rosin. © 10Oct58; KK138020.

222. Pentalyn F, a phenolic-modified pentaerythritol ester of rosin. © 10Oct58; KK138018.

223. Pentalyn G, a maleic-modified pentaerythritol ester of rosin. © 10Oct58; KK138019.

224. Pentalyn H, the pentaerythritol ester of hydrogenated rosin. © 10Oct58; KK138386.

225. Pentalyn K, a pentaerythritol ester of Dymex. © 10Oct58; KK138394.

226. Pentalyn X, a maleic-modified pentaerythritol ester of rosin. © 10Oct58; KK138393.

227. Pentalyn 802A, a phenolic-modified pentaerythritol ester of rosin. © 10Oct58; KK138392.

228. Staybelite Ester 1, the ethylene glycol ester of hydrogenated rosin. © 24Sep58; KK138387.

229. Staybelite Ester 2, the diethylene glycol ester of hydrogenated rosin. © 24Sep58; KK138388.

230. Staybelite Ester 3, the triethylene glycol ester of hydrogenated rosin. © 24Sep58; KK138389.

231. Staybelite Ester 10, the glycerin ester of hydrogenated rosin. © 24Sep58; KK138390.

232. Neolyn 72, a rosin-derived alkyd-type resin. © 24Sep58; KK138391.

250. Synthetics K1, an oxygenated resin. © 24Sep58; KK138017.

251. Synthetics K6. © 24Sep58; KK138016.

401. Natrosol 250, a nonionic water-soluble cellulose ether. © 28Aug58; KK137081.

Use Delnav, Hercules 528, for control of mites and other pests. Appl. author: Edwin H. Ginn. © 28Jul58; KK136081.

HERLINE PRODUCTS CO.

Herline, a doctor's formula skin food for your loveliness. © Hearl L. Crowther d.b.a. Herline Products Co.; 1Feb58; KK138082.

HERO MANUFACTURING CO., INC. ©

Dear customer: You knit not worry. Manufacturers of Hero Standard knitting needles. © 11Jul58; KK135757.

Millions of knitters prefer Hero knitting needles. Aluminum Measure Knit [and 4 other products] (In McCall's needlework & crafts, fall-winter 1958, p.4) © 11Jul58; KK136336.

Price list and order form; fall and winter 1958-59. Standard needles. NM: revision & additions. © 11Jul58; KK135756.

HERTZ RENT A PLANE SYSTEM, INC. ©

You've rented Hertz cars for years, now Hertz rents planes. (In Business week, May 24, 1958, p.6-7) Appl. author: Theodore L. Barnett. © 24May58; KK135473.

You've rented Hertz cars for years, now Hertz rents planes. (In Business week, June 28, 1958, p.47) Appl. author: Theodore L. Barnett. © 28Jun58; KK136454.

HEUBLEIN, INC. d.b.a. STE PIERRE SMIRNOFF FLS. SEE Smirnoff, Ste Pierre Fls.

HEYER CORP. ©

Heyer quality hektograph carbon paper. Appl. author: Arthur J. Heyer. © 17Jul58; KK135875.

HICKOK MANUFACTURING CO. ©

What's new? Matched accessories by Hickok; Champion authentic sports accessories. (In Sports afield, Oct. 1958, p.2 of cover) Appl. author: Kastor, Hilton, Chesley & Clifford, Inc. © 25Sep58; KK139098.

What's new? Matched accessories by Hickok; new Hickok Riviera accessories. (In Playboy, Sept. 1958, p.3 of cover) Appl. author: Kastor, Hilton, Chesley & Clifford, Inc. © 25Aug58; KK139097.

What's new? Matched accessories by Hickok; the Hickok initial. (In The Saturday evening post, Sept. 6, 1958, p.43) Appl. author: Kastor, Hilton, Chesley & Clifford, Inc. © 2Sep58; KK139096.

HIGHT, LES.

Everyone knows the original Pancake House stabilizer. © Les Hight & Erma Hueneke; 1Jun53; KK137773.

49er flap-jacks from the famous Mother Lode country. © Les Hight & Erma Hueneke; 10Jan58; KK138240.

- HIKES, JOHN W. ©**
Guaranteed Cash Refund Stamp Co.
Guaranteed cash redemption 2 mills.
© 22Aug58; KK137167.
- HILBORN-HAMBURGER, INC. ©**
Authentic ribbon bars of the U. S.
Armed Forces. Appl. author:
Jerome M. Hamburger. © 15Aug58;
KK137489.
- HILLS BROS. COFFEE, INC. ©**
The first instant coffee that smells
like coffee. (In Sunset, Feb.
1957, p.111) Appl. author:
N. W. Ayer & Son, Inc.
© 25Jan57; KK135660.
- Introducing the first instant coffee
that smells like coffee. (In The
Oregon Independent Grocer, Jan.
1957, p.2 of cover) Appl. author:
N. W. Ayer & Son, Inc. © 10Jan57;
KK135661.
- Park Special coffee. Net weight
one pound. © 1Jul58; KK136441.
- HIRSCH (B. F.) INC. ©**
Wedding ring masterpieces; bridal
ring masterpieces. A 150, two-
tone [and other styles] NM:
additions. © 7Jul58; KK136194.
- HODES-DANIEL CO., INC. ©**
Ask Doughboy for extra cash, right
now. Appl. author: Robert M.
Hodes. © Hodes-Daniel Co., Inc.,
FCA Division; 15Jun58; KK135386.
- Brighten up your spring with extra
cash from us. Springtime loan
invitation. 4CL-4. Appl. author:
Robert M. Hodes. © 15Jul58;
KK136085.
- Doughboy's just arrived, ready to
serve you cash. Appl. author:
Robert M. Hodes. © Hodes-Daniel
Co., Inc., FCA Division; 15Jun58;
KK135381.
- Get in the swim with vacation cash
from us. Vacation cash invitation.
4CL-6. Appl. author: Robert M.
Hodes. © 15Jul58; KK136088.
- Get ready, get set, go; have your-
self a happy holiday with extra
cash from us. X58-1. Appl. au-
thor: Robert M. Hodes. © 25Aug58;
KK137586.
- Going holiday shopping? Do it with
dollars at Credit Loan Service.
Appl. author: Robert M. Hodes.
© 1Nov58; KK139112.
- Grows faster at Morris Plan; only
Morris Plan pays you 3% interest
... on Christmas savings clubs.
Appl. author: Robert M. Hodes.
© 1Nov58; KK139114.
- Have a mighty fine '59; get extra
cash for holiday expenses. Credit
card. X58-3. Appl. author:
Robert M. Hodes. © 25Aug58;
KK137589.
- Here's my personal recipe for fall:
cash a la Doughboy. Appl. au-
thor: Robert M. Hodes. © Hodes-
Daniel Co., Inc., FCA Division;
15Jun58; KK135377.
- Holiday money gram. As a preferred
customer, a cash loan can be yours
in a jiffy. X58-8. Appl. author:
Robert M. Hodes. © 25Aug58;
KK137588.
- The House of Doughboy; let Doughboy
serve you vacation cash today.
Appl. author: Robert M. Hodes.
© Hodes-Daniel Co., Inc., FCA
Division; 15Jun58; KK135383.
- Join the holiday parade with our
1959 credit card; use it now ...
to get a speedy cash loan. X58-2.
Appl. author: Robert M. Hodes.
© 25Aug58; KK137585.
- Little bills, big bills, tackle them
today with fall cash from us.
Fall cash application. 4CL-1.
Appl. author: Robert M. Hodes.
© 15Jul58; KK136086.
- Make a clean sweep of bills with
extra cash from us. Extra cash
invitation. 4CL-5. Appl. author:
Robert M. Hodes. © 15Jul58;
KK136446.
- Meet Santa's new helper; Doughboy
serving you extra holiday cash.
Appl. author: Robert M. Hodes.
© Hodes-Daniel Co., Inc., FCA
Division; 15Jun58; KK135378.
- Need \$000 for unpaid bills? Let
Doughboy serve you today. Appl.
author: Robert M. Hodes.
© Hodes-Daniel Co., FCA Division;
15Jun58; KK135380.
- Newspaper mats free of charge; Hodes-
Daniel offers you ... the ten news-
paper mats shown here to work hand
in hand with the seven Doughboy
direct mail advertising pieces.
DB-N-4a [and 9 other] mats.
Appl. author: Robert M. Hodes.
© Hodes-Daniel Co., Inc., FCA Di-
vision; 15Jun58; KK135855.
- Registered cash voucher in the amount
of one thousand dollars. 54 Club.
Commercial Industrial Finance
Corporation. Appl. author:
Robert M. Hodes. © 1Nov58;
KK139113.
- Remember me, and get cash for holiday
gifts today. X58-6. Appl. au-
thor: Robert M. Hodes. © 25Aug58;
KK137591.
- See Doughboy for extra cash for
unpaid bills. Appl. author:
Robert M. Hodes. © Hodes-Daniel
Co., Inc., FCA Division; 15Jun58;
KK135382.
- Sing a song of holiday cheer, get
your extra cash right here.
Holiday cash invitation. 4CL-2.
Appl. author: Robert M. Hodes.
© 15Jul58; KK136087.
- Special today; ask for cash a la
Doughboy. Appl. author: Robert M.
Hodes. © Hodes-Daniel Co., Inc.,
FCA Division; 15Jun58; KK135384.
- Step right up for extra spring cash
from Doughboy. Appl. author:
Robert M. Hodes. © Hodes-Daniel
Co., Inc., FCA Division; 15Jun58;
KK135379.
- Stop wishing, start enjoying, see us
for holiday cash today. X58-4.
Appl. author: Robert M. Hodes.
© 25Aug58; KK137584.
- This is the House of Doughboy; stop
in for cash today. Appl. author:
Robert M. Hodes. © Hodes-Daniel
Co., Inc., FCA Division; 15Jun58;
KK135385.
- Wipe out all your bills with extra
cash from us. 4CL-3. Appl. au-
thor: Robert M. Hodes. © 15Jul58;
KK137587.
- Wishing you an old fashioned merry
Christmas and a happy New Year.
X58-5. Appl. author: Robert M.
Hodes. © 25Aug58; KK137590.
- HOFFMAN, CHARLOTTE F. & H. LEE HOFFMAN**
t.a. IVY HILL FOREST. SEE Ivy Hill
Forest.
- HOFFMAN, H. LEE & CHARLOTTE F. HOFFMAN**
t.a. IVY HILL FOREST. SEE Ivy Hill
Forest.
- HOFFMAN LION MILLS CO., INC.**
Dolli-pin clothes line and pin set,
with sanitary plastic clothespins.
My dolly's clothes line set;
6 plastic pins. Appl. author:
Hooten Gardside Squire. © Hoffman
Lion Mills Co., Inc. whose alter-
native designation is Hoflion (in
notice: Hoflion); 25May58;
KK136609.
- My dolly's clothes line and pin set;
the original dolli-pins. Fourteen
plastic clothespins. Appl. au-
thor: Hooten Gardside Squire.
© Hoffman Lion Mills Co., Inc.
whose alternative designation is
Hoflion (in notice: Hoflion);
25May58; KK137542.
- HOFLION**, alternative designation of
HOFFMAN LION MILLS CO., INC. SEE
Hoffman Lion Mills Co., Inc.
- HOLEPROOF CORP., a division of JULIUS**
KAYSER & CO. SEE Kayser (Julius)
& Co.
- HOLLAND (REGINALD H.) INC. ©**
The call for security, Mr. Holland.
In medieval Europe, man had little
protection. Mutual Life Insurance
Co. of New York. © 14Jul58;
KK135643.
- Distribution story, Mr. Holland.
Machines for production long ago
transformed our nation. Mutual
Life Insurance Co. of New York.
© 30Jun58; KK135371.
- There's so much to know, Mr. Holland.
When Socrates spoke, his pupils
looked upon him as the font of all
learning. Mutual Life Insurance
Co. of New York. © 28Jul58;
KK136370.
- HOLLANDER (I. L.) INC. ©**
Quality album pages; rag content.
Appl. author: Irving L. Hollander.
© 6Sep58; KK137030.
- HOLLINGSWORTH, A. M. & MRS. E. K.**
SPENCE d.b.a. HOLLINGSWORTH PRODUCTS
CO. SEE Hollingsworth Products Co.
- HOLLINGSWORTH PRODUCTS CO.**
Beauty hair dressing. Net wt.
2 1/4 oz. © A. M. Hollingsworth
& Mrs. E. K. Spence d.b.a. Hol-
lingsworth Products Co.; 12Nov57;
KK137259.
- Men and boys' hair dressing. Net
wt. 2 1/4 oz. © A. M. Hollings-
worth & Mrs. E. K. Spence t.a.
Hollingsworth Products Co.;
22Feb58 (in notice: 1957);
KK139468.
- Salve; an external treatment for
relief of congestion of colds in
chest or side. 1 1/2 ozs.
© A. M. Hollingsworth & Mrs. E. K.
Spence t.a. Hollingsworth Products
Co.; 11Oct57; KK139467.
- White petroleum jelly. Net wt.
2 1/4 oz. © A. M. Hollingsworth
& Mrs. E. K. Spence t.a. Hollings-
worth Products Co.; 13Nov58 (in
notice: 1957); KK139469.
- HOLSUM UNIFIED BAKERS. ©**
A better'n ever breakfast for
family living with Holsum. White
enriched bread. (In The Miami
herald, Feb. 27, 1958, p.11-E)
© 27Feb58; KK136589.
- Don't miss the fun of carefree
living with Holsum. Holsum pre-
mium quality hamburger buns.
(In Spokane daily chronicle,
May 26, 1958, p.12) © 26May58;
KK138123.
- Easy-do menu for modern living with
Holsum; serve it with Holsum buns
and rolls. (In The Tampa times,
June 26, 1958, p.14-A)
© 26Jun58; KK135808.
- Exciting premium quality flavor for
modern living with Holsum. White
enriched bread. (In The Miami
herald, May 15, 1958, p.24-E)
© 15May58; KK136852.
- Indoors or outdoors, it's jubilant
living with Holsum; party or picnic
... hot dog roll. (In The Spokes-
man-review, Aug. 4, 1958, p.8)
© 4Aug58; KK138122.
- Inspire your taste for better living
with Holsum. Sandwich white en-
riched bread. (In The Spokesman-
review, June 23, 1958, p.8)
© 23Jun58; KK138119.
- Learn a lesson in healthier living
with Holsum; white enriched bread.
(In Daytona Beach morning journal,
Sept. 11, 1958, p.14) © 11Sep58;
KK139471.

HOLSUM UNIFIED BAKERS. Cont'd.

A luscious companion for outdoor living with Holsum. White enriched bread. (In The Evening news, Harrisburg, Pa., July 16, 1958, p.22) © 16Jul58; KK138121.

Modern as tomorrow, fresh as today, better living with Holsum. White enriched bread. (In Fort Lauderdale daily news, Feb. 6, 1958, p.4-D) © 6Feb58; KK136847.

Modern brides discover lighthearted living with Holsum. White enriched bread. (In Fort Lauderdale daily news, May 27, 1958, p.4-B) © 27May58; KK136853.

New dinner delight for casual living with Holsum. White enriched bread. (In The Miami herald, Mar. 20, 1958, p.22-E) © 20Mar58; KK136849.

New, wondrous taste for elegant living with Holsum. White enriched bread. (In Tampa morning tribune, Jan. 23, 1958, p.17) Appl. author: The W. E. Long Co. © 23Jan58; KK135361.

Outdoor lovers enjoy carefree living with Holsum; serve it with Holsum bread. (In Fort Myers news-press, Fort Myers, Fla., Mar. 13, 1958, p.9-B) © 13Mar58; KK135810.

Prepare modern youngsters for active living with Holsum. White enriched bread. (In The Miami news, Miami, Fla., Mar. 5, 1958, p.6C) © 5Mar58; KK136824.

Presto: A gourmet breakfast for family living with Holsum. White enriched bread. (In The Miami herald, Mar. 6, 1958, p.22-E) © 6Mar58; KK136588.

Quick as a wink, it's pleasant living with Holsum. Brown 'n serve enriched rolls. (In The Miami herald, Mar. 27, 1958, p.31-E) © 27Mar58; KK136850.

Serve a modern, better breakfast for Holsum living with Holsum. White enriched bread. (In Orlando evening star, Feb. 12, 1958, p.25) Appl. author: The W. E. Long Co. © 12Feb58; KK135358.

Serve a strength 'n energy breakfast for better living with Holsum. White enriched bread. (In Florence times, Feb. 20, 1958, p.10) © 20Feb58; KK136592.

Smart living with Holsum. White enriched bread. (In Fort Myers news-press, Fort Myers, Fla., Feb. 20, 1958, p.9-B) © 20Feb58; KK136591.

Smart ones enjoy relaxed living with Holsum. White enriched bread. (In The Miami herald, Feb. 6, 1958, p.14-E) © 6Feb58; KK136846.

Snacks supreme for young living with Holsum. White enriched bread. (In Daytona Beach morning journal, Jan. 16, 1958, p.15) Appl. author: The W. E. Long Co. © 16Jan58; KK135360.

Spark the pleasures of leisure living with Holsum. Sandwich white enriched bread. (In The Spokesman-review, July 7, 1958, p.9) © 7Jul58; KK138120.

Stylish flavor-lift for afternoon living with Holsum. White enriched bread. (In Fort Myers news-press, Fort Myers, Fla., Jan. 30, 1958, p.2-A) © 30Jan58; KK136590.

Suddenly, you're in style for indoor living with Holsum; serve it with Holsum bread. (In The Miami news, Mar. 12, 1958, p.6C) © 12Mar58; KK135809.

Take time out for better living with Holsum. White enriched bread. (In Spokane daily chronicle, Jan. 3, 1958, p.10) Appl. author: The W. E. Long Co. © 3Jan58; KK135359.

You get more for Holsum living with Holsum. White enriched bread. (In The Miami herald, May 8, 1958, p.22-E) © 8May58; KK136851.

You get the finest for better living with Holsum. White enriched bread. (In The Miami news, Apr. 30, 1958, p.12C) © 30Apr58; KK136823.

Young and old enjoy playtime living with Holsum. White enriched bread. (In The Miami herald, Apr. 17, 1958, p.23-E) © 17Apr58; KK136848.

HOMEMAKER'S HELPER PUBLICATIONS.

Safway Super Market presents your weekly Homemaker's Helper; a shopper's aid. © Thomas F. Murphy d.b.a. Homemaker's Helper Publications; 21Jun58; KK135734.

HONEYART PRODUCTS. ©

Fantopper sales information. The Fantopper fits any head. © 1Aug58; KK136541.

HOOVER BALL & BEARING CO. ©

Ball bearing pillow block. © 8Dec58; KK139399.

HOPP PRESS, INC. ©

Hopp helps her shop; chrome Departmental guides with Ray-d-Glo fluorescent. 19. © 1May58; KK135453.

Hopp helps her shop with Locators; new Ray-d-Glo fluorescent. © 1May58; KK135452.

New injection molded plastic Point-O-Frame; again Hopp ... points the way to shelf and case products. © 20Oct58; KK138715.

HOPPY TAW CORP. d.b.a. LARI-LOOP HOPPY TAW CORP. SEE Lari-Loop Hoppy Taw Corp.**HORTICULTURE, INC. ©**

It's here, a scientific breakthrough in horticulture; amazing new all-in-one seeded Flowerama ... watch giant flowers grow. (In New York Journal-American, May 4, 1958, p.52-L) © 3May58; KK134082. (See also Horticulture, Inc.; 26Apr58; KK135365.

It's here, a scientific breakthrough in horticulture; amazing new all-in-one seeded Flowerama ... watch giant flowers grow. (In The New York times, Apr. 27, 1958, p.X-29) © 26Apr58; KK135365. (See also Horticulture, Inc.; 3May58; KK134082)

HORTON, LISLE D.

Kittell-Lacy, Inc. presents its experience and qualifications in the field of jet engine test equipment. SEE Kittell-Lacy, Inc.

HOSIERY SALES ORGANIZATION. ©

Presenting the Crown of Glory cost plus tithe plan; it has been especially created ... for the exclusive use of the organizations of the women of the church. Appl. author: Charles Manchester. © 20Aug58; KK137897.

HOWARD MANUFACTURING CO. ©

Now, truss construction makes it possible; a lighter, stronger all-wood scaffold plank. Span. Appl. author: Paul N. Howard. © 1Aug58; KK136264.

HUBERE DIVISION, TRYLON PRODUCTS CORP. SEE Trylon Products Corp.**HUENEKE, ERMA.**

Everyone knows the original Pancake House stabilizer. SEE Highet, Les. 49er flap-jacks from the famous Mother Lode country. SEE Highet, Les.

HUFFMAN MANUFACTURING CO. ©

Huffy Parklane power mowers. Model 3417 [and 3 other] mowers. Huffy Broadlawn 24-inch. Model 4247-4248. Form no.300-2. Appl. author: Horace McKee Huffman. © 10Oct58; KK138306.

Huffy Sheraton power mowers. Model 4219 [and 2 other] mowers. Huffy Broadlawn 24-in. Model 4247-4248. Form no.300-1. Appl. author: Horace McKee Huffman. © 10Oct58; KK138307.

HUGHES AIRCRAFT CO. ©

The ant and the diode. (Creating a new world with electronics, no.7) (In Scientific American, Sept. 1958, p.194-195) Appl. author: Foote, Cone & Belding. © 25Aug58; KK137348.

Direct view storage tubes.

Tonotron, Typotron, Memotron. (In Electronic industries, June 1958, p.107) Appl. author: Foote, Cone & Belding. © 25May58; KK135758.

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How to reduce a crowd to just one voice; precision crystal filters.

(Creating a new world with electronics, no.8) (In The Wall Street Journal, Oct. 15, 1958, p.7) Appl. author: Foote, Cone & Belding. © 15Oct58; KK139566.

How to save man days in research and testing involving transients.

Problem: how to capture elusive transients. (No.7 of a series) (In Industrial laboratories, June 1958, p.2) Appl. author: Foote, Cone & Belding. © 25May58; KK135635.

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The Hughes HA7500 series silicon pnp transistors. (In Electrical engineering, July 1958, p.55A) Appl. author: Foote, Cone & Belding. © 18Jun58; KK135763.

Hughes, pioneer and largest producer of storage tubes. The Memotron, the Typotron, the Tonotron. (In Electronic industries, July 1958, p.13) Appl. author: Foote, Cone & Belding. © Hughes Aircraft Co. d.b.a. Hughes Products; 25Jun58; KK136324.

Lifeline for the leap into outer space; our only link ... is the advanced communications system. (In Electrical engineering, Aug. 1958, p.66A-67A) Appl. author: Foote, Cone & Belding. © 18Jul58; KK136251.

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- A new dimension in electronics; the Hughes silicon capacitor. (In Electrical engineering, Aug. 1958, p.63A) Appl. author: Foote, Cone & Belding. © 18Jul58; KK136250.
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- Semiconductors; a complete line: diodes, transistors, rectifiers, capacitors. First of all, for reliability. (In Electronic industries, June 1958, p.103-106) Appl. author: Foote, Cone & Belding. © 25May58; KK136707.
- Semiconductors; high temperature silicon rectifiers. Type HR10671 [and 5 other] types. Specifications DS62. © 10Jun58; KK136459.
- Semiconductors; high temperature silicon rectifiers. Type HR10741 [and 4 other] types. Specifications DS63. © 10Jun58; KK136460.
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- HUNTER DOUGLAS ALUMINUM CORP. © Flexalum aluminum awnings; sun control for commercial and industrial buildings. Catalog no.2423. © 10Oct58; KK137606.
- HUTSON, MAYNARD F. Emergency safety cards; protect your home, family, business. © Maynard F. Hutson & William J. Abler; 23Sep58; KK138583.
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- I-T-E CIRCUIT BREAKER CO. Electrical fitness; Bulldog. (In Electrical engineering, Apr. 1958, p.21A-24A) © I-T-E Circuit Breaker Co. (in notice: Bulldog Electric Products Co., division of I-T-E Circuit Breaker Co.); 28Mar58; KK135445.
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- New universal lighting system for flexible, low-cost lighting; Bulldog's new 20-amp universal lighting system. (In Electric South for Feb. 1958, p.35) © I-T-E Circuit Breaker Co. (in notice: Bulldog Electric Products Co., a division of I-T-E Circuit Breaker Co.); 24Jan58; KK135981.
- A safety sentinel in action; you're looking at ... the Bulldog Vacuum Break. (In Business week, Jan. 21, 1956, p.179) © Bulldog Electric Products Co., a division of I-T-E Circuit Breaker Co.; 18Jan56; KK135698.
- ICE CREAM EQUIPMENT RENTAL, INC. © Bowman chocolate coated ice cream bars with sticks; 6. Net contents 18 fluid oz. © 22May58; KK135978.
- Frozen Drumstick; ice cream sugar cone covered with chocolate and peanuts. Net contents 6 fluid ounces; four Drumsticks. © 20May58; KK135979.
- Fudgsicle, a frozen product. 6 pak. Net contents 18 fluid ounces. Appl. author: Sutherland Paper Co. © 31Jul58; KK138633.
- Popsicle, a quiescent frozen product. 6 pak. Net contents 18 fluid ozs. Appl. author: Sutherland Paper Co. © 27Jun58; KK138632.
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- IDEAS, INC. © Howdy neighbor, it's a Wonder Building. Trussless. Appl. author: Marjorie Haskell. © 15May58; KK136440.
- IDEATORS. Business is radioactive. Test this sample of pure uranium. © Ideators, jointly owned by Waldon J. Kain & John P. Wall; 12Jun58; KK137972.
- IMPERIAL OIL & GREASE CO., INC. © Molub-Alloy, the metallic lubricant; through metallurgy, a film of protection on all moving parts. © 29Jul58; KK138068.
- INDEPENDENT CARTON CO., division of MICHIGAN CARTON CO. SEE Michigan Carton Co.
- INDEPENDENT NAIL & PACKING CO., INC. © The Stronghold line; Drive-Rite aluminum alloy nails. © 26Dec58; KK139602.
- INDIGENOUS ENTERPRISES. Maine air, freshly packed for IE. Contents: genuine Maine air. © Indigenous Enterprises representing Laurence Sisson, Jay Hanna & Howard Jones; 30May58; KK135867.
- INDUSTRIAL ENTERPRISES, INC. Milwaukee Crane magnetic motor control, featuring cab operated and floor operated controls for hoist, bridge & trolley operation. Appl. author: Walter Kant. © Milwaukee Crane, division of Industrial Enterprises, Inc.; 25Jul58; KK136496.
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- INLAND MANUFACTURING CO. Lip tattoo; permanent livestock identification. (In The Western horse-man, Sept. 1958, p.19) © Animal Fashions, division of Inland Manufacturing Co.; 25Aug58; KK137161.
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- INTERNATIONAL ENTERPRISES. Our season's gift to you; a gift you really need in an emergency. Emergency ad stickers; includes Tel-O-Ad stickers. Price list. © Theo. B. Jensen d.b.a. International Enterprises; 15Jun58; KK136318.
- Season's greetings; an emergency gift. Emergency ad stickers; Tel-O-Ad stickers. Catalog no.EX58. Price list. © Theo. B. Jensen d.b.a. International Enterprises; 15Jun58; KK136319.
- INTERNATIONAL LATEX CORP. © All day long, for every summer activity; Playtex Living bra. (In The American weekly, July 13, 1958, p.17) Appl. author: Reach, McClinton & Co., Inc. © 13Jul58; KK136187.
- America's best wearing silk panty; Playtex waterproofed silk panty. P-1057. © 1Jul58; KK136473.
- And Playtex offers up to 100% co-op advertising. Make the one hand beauty test with a free Playtex Living glove. © 2Aug58; KK136999.
- Bewitching in black; Playtex Living bras, completely colorfast. © 30Jun58; KK136479.
- Bra sale; limited time only. Playtex Cotton-Pretty. (In New York daily news, Aug. 18, 1958, p.37) Appl. author: Reach, McClinton & Co., Inc. © 18Aug58; KK136562.
- Bra sale; Playtex Cotton-Pretty. © 30Jun58; KK136482.
- Bra sale; Playtex Cotton-Pretty bra. © 30Jun58; KK136468.
- Chemise, trapeze or simply ease; Playtex Magic Controller and mold 'n hold zipper girdle. P-7065. © 14Jul58; KK136467.
- Christmas is the big gift season and babies get more gifts than anyone; to funnel this ... into your store, Playtex introduces baby gifts. Gold pack contains Dress-Eez snap-on silk panty, polka dot bib; Silver pack contains Dress-Eez snap-on polka dot bib. 1060. © 1Aug58; KK136977.
- Dear Friend: The Playtex people have asked us to obtain the names of women in your city who have recently purchased any Playtex girdles. © 14Jul58; KK136469.
- Don't forget baby; Playtex baby gifts. Gold pack contains Dress-Eez panty, silk panty, polka-dot bib; Silver pack contains Dress-Eez panty, polka-dot bib. P1059. © 10Oct58; KK139464.

INTERNATIONAL LATEX CORP. Cont'd.

Every fall household glove sales skyrocket; Playtex makes a special promotional offer. P 1062. © 15Sep58; KK138011.

Fastest selling bib line in America; Playtex bibs, good for both boys or girls. Style no.420 [and 4 other] bibs. P-1054. © 1Jul58; KK136478.

The first Playtex Living glove consumer offer backed by powerful TV and local newspaper advertising. P-3027. © 1Sep58; KK138009.

For an eye-stopping figure under slacks, shorts, swimsuits; Playtex panty briefs. © 19Oct58; KK138868.

For the peak of the fall fashion ... Playtex promotes America's largest selling, most heavily advertised girdle; mold 'n hold zipper girdle in bewitching black. © 14Jul58; KK136484.

Free Playtex Living glove given with the purchase of a pair. © 1Aug58; KK136975.

Get acquainted sale until Sept. 13th only; Playtex Cotton-Pretty bra. T card. © 30Jun58; KK136472.

Give the perfect gift; glamour with a Playtex gift certificate for the girdle most women wear P-7078. © 27Oct58; KK139462.

Have Dryper, will travel; Playtex Dryper disposable diapers. © 1May58; KK135613.

Heavenly comfort for every summer activity; Playtex Living bras. California, Canada, Vermont, Sea Island. © 22Jun58; KK136480.

Heavenly comfort for every summer activity; Playtex Living bras. [Folder of photos] © 22Jun58; KK136481.

Heavenly comfort for every summer activity; Playtex Living bras. P-8040. © 22Jun58; KK136465.

Holds its shape, even after 65 machine washings; Playtex Cotton Pretty bra. P-8053. © 15Oct58; KK138876.

Introducing Playtex Cloud 17, junior panty girdle. (In New Haven Sunday register, May 18, 1958, p.11) Appl. author: Reach, McClinton & Co., Inc. © 18May58; KK136196.

Magic, the stay-firm underlift panels of new Playtex Fashion-Magic bra. © 1Nov58; KK139461.

Make the one hand beauty test with a free Playtex Living glove given with the purchase of a pair. P 3023. © 1Oct58; KK138875.

Move in beauty naturally, in today's soft fluid fashions; Playtex. Living bandeau bra; mold 'n hold zipper girdle. NM: additions. © 25Oct58 (in notice: 1957); KK139460.

New; glamorous shower caps by Playtex. P-5009. © 1Jun58; KK135615.

New Playtex Cloud 17 junior girdle, for young figures of any age. P-7066. © 25Aug58; KK138008.

New Playtex Cloud 17 junior girdle, for young figures of any age. P-7067. © 25Aug58; KK138869.

New Playtex Cloud 17 junior girdle, for young figures of any age. P-7069. © 1Sep58; KK138871.

New Playtex Dryper disposable diapers; economy pak. Large size, no.466 for large and extra large Dryper panties. © 30Jul57; KK138004.

Now available from your wholesaler; America's most heavily advertised disposable diaper, Playtex Dryper. P-1052. © 1Jun58; KK135614.

The no.1 selling baby pant, Playtex Dress-Eez, available for the first time from your wholesaler. Dress-Eez pull-on; Dress-Eez snap-on. P-1056. © 1Jul58; KK136477.

An original Playtex Designer swim cap; exclusive back-bow style with crystal pleating. Pink cap with white bow. No.946. © 27May58; KK136470.

An original Playtex Designer swim cap; exclusive leaf-spray applique on crystal pleating. White cap with black leaves. No.947. © 27May58; KK136462.

Party pretty and practical, too; Playtex waterproof party pants. Ivy League [and 5 other styles] © 15Sep58; KK138005.

Party pretty and practical, too; Playtex waterproof party pants. Ivy League [and 3 other styles] © 15Sep58; KK138006.

The perfect dress-up panty, the perfect gift; Playtex Party Pants. Playtex tailored Party Pants; Playtex tailored gingham Party Pants. P-1053. © 1Jul58; KK136475.

Playtex, America's fastest selling household gloves. Playtex hand-saver gloves; Playtex Living Gloves. P-3022. © 1Jul58; KK136476.

Playtex Cloud 17 junior girdle; for young figures. © 25Apr58; KK136974.

Playtex fashions your line for fall; Playtex Living longline bra and mold 'n hold zipper girdle. © 1Aug58; KK136971.

Playtex Ivy League Party Pants. No.477. © 15Apr58; KK138873.

Playtex Living bra; new Magic-Circle cotton cups. © 25Aug58; KK138002.

Playtex Living bra; new Magic-Circle cotton cups. © 25Aug58; KK138003.

Playtex Living bra; new Magic-Circle cotton cups. P-8045. © 25Aug58; KK138010.

Playtex Living bra; new Magic-Circle cotton cups. P-8047. © 25Aug58; KK138001.

Playtex Living bra; new Magic-Circle cotton cups. P-8048. © 1Sep58; KK138872.

Playtex Living bra. Style 160, beauty-shape cups. © 28Oct58; KK139456.

Playtex Living bras, bewitching in black. © 30Jun58; KK136483.

Playtex panty briefs for an eye-stopping figure under slacks, shorts, swimsuits. © 19Oct58; KK138870.

Playtex sale; November 23rd-December 13th only. Mold 'n hold zipper girdle; magic controller. P-7074. © 20Oct58; KK139463.

Playtex Sugar Plum Party Pants. No.470. © 15Apr58; KK138874.

Playtex waterproof Dress-Eez baby panty; soft ... vinyl with dainty gingham checks. White; large: pull-on. No.485. © 29Jul57; KK136471.

Playtex waterproof vinyl baby pants; healthy Air-Flo ventilation. White; large; pull-on. No.1488. © 12May58; KK136463.

Sale, Aug. 18th-Sept. 13th; Playtex Cotton-Pretty bra. 8042. © 30Jun58; KK136466.

Sale, Aug. 18-Sept. 13. Playtex Cotton-Pretty bra. P8044. © 1Aug58; KK136976.

Sale; Playtex girdles. Mold 'n hold zipper girdle; magic controller girdle. © 20Oct58; KK139457.

Sale; Playtex girdles. Mold 'n hold zipper girdle; magic controller girdle. © 20Oct58; KK139459.

The stay-firm underlift panels of new Playtex Fashion-Magic bra are simply magic. © 1Nov58; KK139458.

TV sells; this fall the fantastic power of more Playtex TV will sell even more Playtex Living bras in black. © 30Jun58; KK136485.

This is the bra that stood Florida on its head; Playtex Magic-Cling strapless bra. © 1Aug58; KK136970.

Today, nearly every woman uses a rain hat; to make this a really profitable business for you, Playtex introduces the new Playtex Rain-Hat. NM: additions. © 15Sep58; KK138819.

Trapeze, chemise, or simply ease, Playtex Magic Controller girdle underlines the fashion. Playtex mold 'n hold zipper girdle. © 1Aug58; KK136973.

Trapeze, chemise or simply ease, Playtex mold 'n hold zipper girdle underlines the fashion. © 1Aug58; KK136972.

Tremendous travel and year round repeat business; new Playtex Dryper disposable diapers. P-1055. © 1Jul58; KK136474.

You'll love being looked at; new Playtex rain-hat. 5012. © 1Sep58; KK137998.

You're bewitching in black; Playtex Living bras, completely colorfast. 8041. © 30Jun58; KK136464.

INTERNATIONAL NICKEL CO., INC. ©

Always bright, always right, inside and outside your home; stainless steel. Inco. (In Time, Dec. 8, 1958, p.101) © 4Dec58; KK139624.

At your fingertips, a way to ... save money with two nickel alloy steels. American Steel Warehouse Assn. (In Time, Sept. 8, 1958, p.103) © 4Sep58; KK137634.

For sure starting, year in, year out, new-type nickel cadmium batteries. Inco. (In Time, May 26, 1958, p.99) © 22May58; KK135692.

Inco research on metal corrosion helps water supply engineers make ocean water drinkable. (In Time, July 14, 1958, p.42) © 10Jul58; KK135796.

Now, easier to clean oven, plated with nickel under chrome. Inco. (In Time, Nov. 10, 1958, p.89) © 6Nov58; KK138985.

Now more nickel underneath new car chrome will make it much easier to keep your trim, your car, showroom bright. Inco. (In Time, June 16, 1958, p.43) © 12Jun58; KK135689.

INTERNATIONAL PAPER CO. ©

Paper products in your daily life; folding paper cartons. September 1958. © 15Aug58; KK136682.

Paper products in your daily life. January 1959. © 15Dec58; KK139575.

Paper products in your daily life; meat wrapping papers. November 1958. © 15Oct58; KK138310.

Paper products in your daily life; paper garment bags. October 1958. © 15Sep58; KK137406.

Paper products in your daily life; the punched-card. Aug. 1958. © 15Jul58; KK135881.

Paper products in your daily life; wallpaper. December 1958. © 15Nov58; KK138993.

INTERNATIONAL PARTS CORP. ©

How to put more punch into your muffler business; feature International Parts mufflers. © 8Apr58; KK137247.

- Muffler sales builders. Promotional aids for increased sales. Sidewalk metal A stand, no.DS-11 [and other] aids. © 19May58; KK137250.
- Operation profits; we've got the world's finest muffler, and we're telling 40,000,000 auto owners about it. © 20May58; KK137251.
- Product plus promotion packing a powerful punch for you; feature ... the exhaust system line with product punch. Mufflers, tail-pipes, dual exhaust systems. © 10Apr58; KK137249.
- So strong, so silent, so safe; muffler ... protected with Silikote. © 10Apr58; KK137248.
- You'll plant a powerful punch with this giant outdoor display; 6 feet of sales power from International Parts. We install ... mufflers and pipes. © 5Mar58; KK137246.
- ISLAND MUSICAL PRODUCTS. © Piano interpretations, by the Light-house Keeper, v.2. NM: new description & color. © 8Nov58; KK138654.
- ISODINE PHARMACAL CORP. © Cut finger with a kitchen knife again? Get painless Isodine antiseptic. (In Des Moines Sunday register picture magazine, July 6, 1958, p.10) Appl. author: Reach, McClinton & Co., Inc. © 6Jul58; KK136061.
- Did your child fall and cut himself again? Get painless Isodine antiseptic. (In Des Moines Sunday register picture magazine, July 20, 1958, p.23) Appl. author: Reach, McClinton & Co., Inc. © 20Jul58; KK136375.
- How leading hospital stops sore throat pain fast; concentrated Isodine gargle and mouthwash. Isodettes [and 2 other medicines] (In Grier's almanac 1959 annual issue, p.7) Appl. author: Reach, McClinton & Co., Inc. © 1Dec58; KK139152.
- Isodine gargle promotion; this self-service merchandiser assures you of your share of 11,000,000 Good housekeeping readers. P6034. © 1Sep58; KK138007.
- Killers on the run. Get Isodine antiseptic. (In Syracuse herald-journal, July 7, 1958, p.28) Appl. author: Reach, McClinton & Co., Inc. © 7Jul58; KK135833.
- Mommy, mommy, mommy. Get painless Isodine antiseptic. (In The Knoxville news-sentinel, July 6, 1958, p.E-2) Appl. author: Reach, McClinton & Co., Inc. © 6Jul58; KK135701.
- The new Isodine wholesaler selling plan. P-6035. © 8Sep58; KK137999.
- 9 out of 10 people use wrong antiseptic. (In The Courier-Journal, July 13, 1958, p.56) Appl. author: Reach, McClinton & Co., Inc. © 13Jul58; KK135896.
- Only Isodine contains povidone-iodine, the new painless form of iodine; get Isodine antiseptic. (Mother stops infection with Isodine) (In Syracuse herald-journal, July 21, 1958, p.26) Appl. author: Reach, McClinton & Co., Inc. © 21Jul58; KK136276.
- Step on a nail? Get painless Isodine antiseptic. (In Des Moines Sunday register picture magazine, July 13, 1958, p.19) Appl. author: Reach, McClinton & Co., Inc. © 13Jul58; KK136062.
- Top TV advertising plus long discount makes the Isodine line your highest profit line. Antiseptic, first aid ointment [and 4 other products] P6033. © 1Aug58; KK138000.
- Triple your antiseptic profit; don't hide your Isodine gargle. The Isodine Junior pharmacist promotion; big summer campaign on TV. (In California pharmacy, June 1958, p.38-39) Appl. author: Reach, McClinton & Co., Inc. © 25May58; KK136197.
- What does your doctor put on his cuts? It's povidone-iodine, found only in Isodine antiseptic. (In The Courier-Journal magazine, July 6, 1958, p.24) Appl. author: Reach, McClinton & Co., Inc. © 6Jul58; KK135959.
- What's wrong with the antiseptic in your medicine chest? Get painless Isodine antiseptic. (In The Courier-Journal magazine, July 20, 1958, p.30) Appl. author: Reach, McClinton & Co., Inc. © 20Jul58; KK136261.
- You make more, your customers save more with these new economy sizes. Gargle & Isodettes. (In Chain store age, Dec. 1958, p.68) Appl. author: Reach, McClinton & Co., Inc. © 10Dec58; KK139584.
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- Alone, with privacy; make private offices in minutes with portable partitions from Itkin. (In The New York times, July 10, 1956, p.4) Appl. author: Martin L. Smith Co. © 10Jul56; KK138905.
- Anyone could put 4 people into this room; Itkin found room for six. Office furniture, interiors, space design. (In The New York times, Aug. 27, 1956, p.20) Appl. author: Martin L. Smith Co. © 27Aug56; KK138913.
- Anyone could put 2 people into this space; Itkin found room for 3. Office furniture, interiors, space design. (In New York herald tribune, May 7, 1957, p.4) Appl. author: Martin L. Smith Co. © 7May57; KK138927.
- A big wheel executive needs an Itkin office. Office furniture, interiors, space design. [Man on tandem bicycle; secretary holding telephone] (In The New York times, Oct. 1, 1956, p.2) Appl. author: Martin L. Smith Co. © 1Oct56; KK138916.
- Don't take office problems lying down; get Itkin's new booklet, all about office planning. (In New York world-telegram & sun, Nov. 26, 1956, p.2) Appl. author: Martin L. Smith Co. © 26Nov56; KK138921.
- Drop everything, you can't hurt Itkin's steel furniture no matter what you do. [Man dropping] light fixture [on desk] (In New York herald tribune, Mar. 5, 1957, p.4) Appl. author: Martin L. Smith Co. © 5Mar57; KK138925.
- Drop everything, you can't hurt Itkin's steel furniture no matter what you do. [Man dropping] telephone [on desk] (In New York world-telegram & sun, July 24, 1956, p.2) Appl. author: Martin L. Smith Co. © 24Jul56; KK138906.
- Drop everything, you can't hurt Itkin's steel furniture no matter what you do. [Man dropping] typewriter [on desk] (In New York world-telegram & sun, Sept. 11, 1956, p.2) Appl. author: Martin L. Smith Co. © 11Sep56; KK138914.
- Drop everything, you can't hurt Itkin's steel furniture no matter what you do. Paste bucket [spilling on desk] (In New York world-telegram & sun, July 10, 1956, p.2) Appl. author: Martin L. Smith Co. © 10Jul56; KK138904.
- Drop everything, you can't hurt Itkin's steel furniture no matter what you do. Scissors [falling on desk] (In New York world-telegram & sun, July 31, 1956, p.2) Appl. author: Martin L. Smith Co. © 31Jul56; KK138907.
- Drop everything, you can't hurt Itkin's steel furniture no matter what you do. [Woman dropping] adding machine [on desk] (In New York herald tribune, Oct. 15, 1956, p.2) Appl. author: Martin L. Smith Co. © 15Oct56; KK138918.
- An executive on the way up needs an Itkin office. Office furniture, interiors, space design. [Man & secretary seated on ladders] (In New York world-telegram & sun, July 9, 1956, p.2) Appl. author: Martin L. Smith Co. © 9Jul56; KK138903.
- An executive on the way up needs an Itkin office. Office furniture, interiors, space design. [Man using] elevator [for office] (In New York herald tribune, Aug. 8, 1956, p.2) Appl. author: Martin L. Smith Co. © 8Aug56; KK138910.
- How Itkin's portable partitions, like these, saved American Cancer Society \$3,483.00. (In The New York times, June 5, 1956, p.4) Appl. author: Martin L. Smith Co. © 5Jun56; KK138901.
- Immediate seating for 100 people in four square feet with stack chairs from Itkin. (In The New York times, June 4, 1957, p.16) Appl. author: Martin L. Smith Co. © 4Jun57; KK138928.
- Itkin takes a space where eight's a crowd, adds Arnot offcettes, gets room for twelve and then divides for partitioned privacy. (In The New York times, Nov. 26, 1957, p.28) Appl. author: Martin L. Smith Co. © 26Nov57; KK138929.
- Make private offices in minutes with Arnot's revolutionary new partitionettes at Itkin. (In The New York times, May 22, 1956, p.4) Appl. author: Martin L. Smith Co. © 22May56; KK138898.
- A mis-filed executive needs an Itkin office. Office furniture, interiors, space design. [Man sitting in file drawer] (In The New York times, Aug. 13, 1956, p.2) Appl. author: Martin L. Smith Co. © 13Aug56; KK138911.
- Outer space is for the birds; get more space inside your office with Itkin convertible furniture. (In The New York times, Sept. 10, 1958, p.4) Appl. author: Smith-Greenland Co. © 10Sep58; KK137340.
- Outer space is for the birds; get more space inside your office with Itkin convertible furniture. [Secretary & boss in boat] (In The New York times, Sept. 17, 1958, p.4) Appl. author: Smith-Greenland Co. © 17Sep58; KK137704.
- Outer space is for the birds; get more space inside your office with Itkin convertible furniture. [Secretary with bird on her head; man with foot on base of] no parking [sign; fire plug] (In The New York times, Sept. 25, 1958, p.4) Appl. author: Smith-Greenland Co. © 25Sep58; KK137433.
- Outer space is for the birds; get up to 40% more space inside your office. [Boss & secretary beside chimney & aerial] (In The New York times, Oct. 14, 1958, p.4) Appl. author: Smith-Greenland Co. © 14Oct58; KK138043.
- Outer space is for the birds; get up to 40% more space inside your office. Office furniture. [Man & secretary in] rowboat. (In The New York times, Dec. 2, 1958, p.4) Appl. author: Smith-Greenland Co. NM: revision. © 2Dec58; KK139198.

ITKIN BROS., INC. Cont'd.

- Outer space is for the birds; get up to 40% more space inside your office. Office furniture. No parking [sign; man & secretary] (In The New York times, Nov. 25, 1958, p.4) Appl. author: Smith-Greenland Co. © 25Nov58; KK139033.
- A planned office would have cost no more. Office furniture, interiors, space design. [Man & secretary seated on] files. (In The New York times, Jan. 9, 1957, p.2) Appl. author: Martin L. Smith Co. © 9Jan57; KK138923.
- A planned office would have cost no more. Office furniture, interiors, space design. [Man & secretary seated on] stairs. (In New York world-telegram & sun, Jan. 21, 1957, p.2) Appl. author: Martin L. Smith Co. © 21Jan57; KK138924.
- A planned office would have cost no more. Office furniture, interiors, space design. [Man seated on] table on desk. (In The New York times, Jan. 2, 1957, p.62) Appl. author: Martin L. Smith Co. © 2Jan57; KK138922.
- Sale; campaign office furniture. (In The New York times, Nov. 4, 1958, p.4) Appl. author: Smith-Greenland Co. © 4Nov58; KK138537.
- Something is coming between them. Office furniture, interiors, space design. [Man & woman leaning towards each other over desks] (In The New York times, Oct. 9, 1956, p.36) Appl. author: Martin L. Smith Co. © 9Oct56; KK138917.
- Something is coming between them. Office furniture, interiors, space design. [Man & woman standing back-to-back, holding telephones] (In The New York times, Nov. 26, 1956, p.5) Appl. author: Martin L. Smith Co. © 26Nov56; KK138920.
- Stop office traffic jams. Make private offices in minutes; free-standing partition-ettes. (In New York world-telegram & sun, Dec. 3, 1958, p.3) Appl. author: Smith-Greenland Co. © 3Dec58 (in notice: 1957); KK139219.
- A top-drawer executive needs an Itkin office. Office furniture, interiors, space design. [Man & secretary seated on files] (In New York world-telegram & sun, June 4, 1956, p.3) Appl. author: Martin L. Smith Co. © 4Jun56; KK138899.
- A top-flight executive needs an Itkin office. Office furniture, interiors, space design. [Man & secretary seated on stairs] (In The New York times, June 4, 1956, p.2) Appl. author: Martin L. Smith Co. © 4Jun56; KK138900.
- A top level executive needs an Itkin office. Office furniture, interiors, space design. [Man seated on table atop secretary's desk] (In New York herald tribune, Aug. 13, 1956, p.3) Appl. author: Martin L. Smith Co. © 13Aug56; KK138912.
- Unless you're really attached to it, trade it in at Itkin. Office furniture, interiors, space design. [Executive] chair [& man tied to back of chair] (In New York herald tribune, Nov. 14, 1956, p.2) Appl. author: Martin L. Smith Co. © 14Nov56; KK138919.
- Unless you're really attached to it, trade it in at Itkin. Office furniture, interiors, space design. File [cases & man tied to files] (In The New York times, June 6, 1956, p.4) Appl. author: Martin L. Smith Co. © 6Jun56; KK138902.

Unless you're really attached to it, trade it in at Itkin. Office furniture, interiors, space design. [Man tied to chair; four styles of] chairs. (In The New York times, Aug. 7, 1956, p.4) Appl. author: Martin L. Smith Co. © 7Aug56; KK138909.

Unless you're really attached to it, trade it in at Itkin. Unless you're unusually sentimental ... new office furniture. (In The New York times, May 9, 1956, p.4) Appl. author: Martin L. Smith Co. © 9May56; KK137625.

Wasted executive talent needs an Itkin office. Office furniture, interiors, space design. [Man in waste basket; man having shoes shined] (In The New York times, Sept. 24, 1956, p.4) Appl. author: Martin L. Smith Co. © 24Sep56; KK138915.

Why cut corners? Office furniture, interiors, space design. (In The New York times, Aug. 1, 1956, p.52) Appl. author: Martin L. Smith Co. © 1Aug56; KK138908.

IVAR'S, INC. ©

Shocking pink salmon. Lace shield design. Appl. author: Pacific National Advertising Agency. © 2Aug58; KK138334.

Shocking pink salmon. [Ribbon running through lace; bow] Appl. author: Pacific National Advertising Agency. © 2Aug58; KK138333.

IVY HILL FOREST.

Maryland State flower; Black-eyed Susan. Seeds 'n' greetings. © H. Lee Hoffman & Charlotte F. Hoffman t.a. Ivy Hill Forest; 1May58; KK135778.

Olde tyme herb seeds 'n' greetings; sweet basil. © H. Lee Hoffman & Charlotte F. Hoffman t.a. Ivy Hill Forest; 1May58; KK135779.

J

JACCARD, CZELA.

Rockefeller paper weights. © Czela Jaccard (pseud.: Czela); 8Mar58; KK135909.

Smada; pocket boot polisher. Vicuna-wool. © Czela Jaccard (pseud.: Czela); 3Jul58; KK135657.

JACRONDA MANUFACTURING CO. ©

Instructo magnetic visual aids. No.510 [and 10 other] aids. © 2Sep58; KK137001.

New full color series; for schools, colorprint posters. Colorprint holiday posters. © 25Aug58; KK137002.

JENKINS, W. L. ©

Holidays. Geneva records for the children's hour. For children 3-4-5. 78 r. p. m. Eight 7" sides. Appl. author: Board of Christian Education of the Presbyterian Church, U. S. A. © 14May58; KK136619.

My family. Geneva records for the children's hour. For children 3-4-5. 78 r. p. m. Eight 7" sides. Appl. author: Board of Christian Education of the Presbyterian Church, U. S. A. © 14May58; KK136620.

Through the year. Geneva records for the children's hour. For children 6-7-8. 78 r. p. m. Eight 7" sides. Appl. author: Board of Christian Education of the Presbyterian Church, U. S. A. © 14May58; KK136622.

The world I live in. Geneva records for the children's hour. For children 6-7-8. 78 r. p. m. Eight 7" sides. Appl. author: Board of Christian Education of the Presbyterian Church, U. S. A. © 14May58; KK136621.

JENSEN, THEO. B. d.b.a. INTERNATIONAL ENTERPRISES. SEE International Enterprises.

JEWEL LABORATORIES. ©

Non-staining Star Stik, instant wallpaper adhesive. 4 oz. net wt. Appl. author: Jewell Shapiro. © 16Dec58; KK139592.

JEWELERS' CONSULTANTS, INC. ©

Ask yourself these questions. Through what other medium of advertising could I receive all the advantages ... as the Silver Shower Umbrella plan? Appl. author: Melvin Waxman. © 6Jun58; KK135814.

JOE, GEORGE d.b.a. GEORGE JOE'S CHINESE VILLAGE. SEE Joe's (George) Chinese Village.

JOE'S (GEORGE) CHINESE VILLAGE.

Greetings Mr. and Mrs. This year begins my 22nd year ... offering outstanding Chinese-American dishes. © George Joe d.b.a. George Joe's Chinese Village; 30Dec57; KK136172. Strong rum drinks. Mrs. Wight [and 15 other] drinks. © George Joe d.b.a. George Joe's Chinese Village; 30Dec57; KK136173.

Welcome to George Joe's Chinese Village. The majority of the dishes offered here for your approval were originated ... by your host. © George Joe d.b.a. George Joe's Chinese Village; 30Dec57; KK136339.

JOFFE (J. A.) & CO. ©

The art of sugar decorating; instruction manual. 6th ed. Appl. author: Julian A. Joffe. NM: revision & additions. © 1Jul58; KK136176.

JOHNSON (EDWARD E.) INC. ©

Screenings. Appl. author: Foulke Agency, Inc. V.2 No.5, Jan. 1958. © 15Nov58; KK139490.

JOHNSON, ROGER M. ©

Zzippo, the man from outer space; paint him. Air transport [and 9 other designs] © 1Aug58; KK136843.

JOHNSON (SAM) & SON'S FISHERIES, INC. ©

New price list for winter fish; 1958-59 season. Skipper Sam's. © 26Nov58; KK139071.

JOHNSON & JOHNSON. ©

A. O. R. N. round-up, Houston, Texas. Enter the contest ... you may win ... a 3-year nursing education scholarship. (In Hospital topics) © 1Sep58; KK139181.

All good sediment tests for seven full years with Rapid-Flo filter disks. [Endorsed by] Clark Bowen. (In Successful farming, Aug. 1958, p.105) © 1Aug58; KK136624.

All new for '58. Lepage's Christmas tape. Lepage's, best known name in sticky stuff. (In Progressive grocer) © Johnson & Johnson, LePage's Division (in notice: LePage's); 1Sep58; KK139280.

Guaranteed sterile J & J patient-ready; this symbol ... guarantees you that the sterility of the dressing within has been achieved. (In Hospitals, J.A.H.A., Sept. 1, 1958, p.20-21) © 1Sep58; KK139282.

Guaranteed sterile, patient-ready Band-Aid surgical closures. Band-Aid butterfly closures. (In The American Journal of surgery) © 1Nov58; KK139179.

Guaranteed sterile patient-ready dressings; packaged by modern equipment. Pre-wrapped, sterile patient-ready; Steripak non-adhering dressing. (In Hospital topics, Mar. 1958, p.80-81) © 1Mar58; KK136690.

Helping the hands that heal; new, Steripak non-adhering dressing for office use. (In The Journal of the American Medical Assn., May 17, 1958, p.43) © 17May58; KK136689.

New Band-Aid clear tape; invisible on the skin. (In Surgery, gynecology & obstetrics) © 1Sep58; KK139180.

New, do-it-yourself profit makers. LePage's tree trim; glue 'n glitter. LePage's, best known name in sticky stuff. (In Chain store age, Sept. 1958, p.27b) © Johnson & Johnson, LePage's Division (in notice: LePage's); 1Sep58; KK139257.

1 free with 11; LePage's sticky stuff specials. LePage's original glue; all-purpose glue. (In Hardware retailer, Sept. 1958, p.269) © Johnson & Johnson, LePage's Division (in notice: LePage's); 1Sep58; KK139281.

Only Johnson's nursing pads have true comfort contour shape. (In American Journal of obstetrics & gynecology, Oct. 1958, p.75) © 1Oct58; KK139279.

Rapid-Flo points the way to better milk quality; filter disks. (In American milk review & milk plant monthly, Oct. 1958, p.69) © 1Oct58; KK139283.

This is important to you. You'll make more money from milk with regular use of the Rapid-Flo check-up, says R. B. McLaughlin. Filter disks. (In American milk review, May 1958, p.87) © 1May58; KK135428.

Why do more dairy farmers use Rapid-Flo single faced filter disks? (In American milk review & milk plant monthly, Sept. 1958, p.75) © 1Sep58; KK139284.

You'll make more money from milk with regular use of the Rapid-Flo check-up; filter disks. (In The Dairy bulletin, May 1958, p.6) © 1May58; KK136691.

JONES, HOWARD. SEE Indigenous Enterprises.

JONES, JOHN T., sole owner COLORAMA OF CALIFORNIA. SEE Colorama of California.

K

KAIN, WALDON J. & JOHN P. WALL, joint owners, IDEATORS. SEE Ideators.

KAMINETSKY, NATHAN t.a. KAMINEX PRODUCTS. SEE Kaminex Products.

KAMINEX PRODUCTS.

Safety plaster; the lifetime plaster for permanent patching and plastering. © Nathan Kaminetsky t.a. Kaminex Products; 31Oct58; KK138625.

KANE, JAMES PIERCE. © Check guard and check mate systems. © 15Aug58; KK136935.

KAP-A-BLE PRODUCTS CO. © Kap-A-Ble window glass cleaner; concentrated. Contents one ounce. Appl. author: Roy F. Kaple. © 27Sep58; KK137549.

Kap-A-Ble window glass cleaner crystals. Contents: one pint U. S. meas. Appl. author: Roy F. Kaple. © 22Aug58; KK137086.

KASHINS, HERMAN. © Authentic style, 18th century, old English brass lamp. © 1Aug58; KK137452.

KATZ, GERALD d.b.a. KATZ PRESS. SEE Katz Press.

KATZ PRESS.

For the life of your home, paint-up now. Outside white paint [and 6 other products] © Gerald Katz d.b.a. Katz Press; 10Sep58; KK138294.

KAUFMAN, DAVID SAM. © Jiminy Jyro; automatic rewind with space station, rocket ship, space kids. © 1Sep58; KK137703.

KAY ELECTRIC CO. © Attenuators. Appl. author: John Gilmore. © 15Aug58; KK137256.

Attenuators. Model 41-0 [and 2 other] models. Appl. author: John Gilmore. NM: revision & additions. © 10Oct58; KK138580.

The Megalator; DC to 1000 MC amplitude modulator. Cat. no.3000. Appl. author: John Gilmore. © 10Oct58; KK138247.

Rada-Sweep, model 300; ten wide-band sweeping oscillator. Cat. no.386. Vari-Sweep, model 400; all electronic wide-range high-level sweeping oscillator. Cat. no.867-A. Appl. author: John Gilmore. © 15Aug58; KK137255.

Sona-Graph & Vibralyzer; spectrum analyzers for the frequency analysis of audio energy. Appl. author: John Gilmore. © 10Nov58; KK139182.

Vari-Sweep, model 400; all-electronic wide-range high-level sweeping oscillator. Cat. no.867-A. Rada-Sweep, model 300; ten wide-band sweeping oscillator signals in a single unit. Cat. no.386. Appl. author: John Gilmore. © 15Aug58; KK136979.

Vari-Vox. Cat. no.615A. Appl. author: John Gilmore. © 10Oct58; KK138248.

KAYSER (JULIUS) & CO. Sock security with the Bond band. This is a ... stretch sock that will stay up; one size fits all. © Holeproof Corp., a division of Julius Kayser & Co.; 7Jul58; KK136238.

KEECH, LOTTIE K. © Who said there isn't a fountain of youth in California? However ... I have discovered the Stauffer posture-rest Magic Couch. © 24Oct58; KK138381.

KEESHAM (ROBERT) ASSOCIATES, INC. © Captain Kangaroo. © 1Aug58; KK136941.

KELLOGG CO. © The best to you each morning; all us men eat Kellogg's corn flakes. (In Life, Dec. 22, 1958, p.120) Appl. author: Leo Burnett Co., Inc. © 18Dec58; KK139613.

The best to you each morning; corn flakes. Rooster. (In Life, Dec. 8, 1958, p.66) Appl. author: Leo Burnett Co., Inc. © 4Dec58; KK139611.

Cocoa flavored Krispies, cocoa sweetened toasted rice. Out of the bowl. Net wt. 9 1/2 oz. © 12Jul58; KK137072.

Coco-lossal news, a new cereal; cocoa flavored Krispies. (In Racine Journal-times Sunday bulletin, Oct. 12, 1958, comics, p.6) Appl. author: Leo Burnett Co., Inc. © 12Oct58; KK138085.

Corn flakes; fresh from Kellogg's of Battle Creek. Shopping cart [filled with corn & a box] (In Look, Sept. 2, 1958, p.3 of cover) Appl. author: Leo Burnett Co., Inc. © 18Aug58; KK136688.

Corn flakes; good, good. Nobody ... has ever been able to make another cereal folks like as well. (In Life, June 30, 1958, p.14-15) Appl. author: Leo Burnett Co., Inc. © 26Jun58; KK135573.

Folks eat more Kellogg's corn flakes than any other cereal in this whole wide open-mouthed world. (World spread) (In Life, Aug. 11, 1958, p.10-11) Appl. author: Leo Burnett Co., Inc. © 7Aug58; KK136687.

Fresh from Kellogg's of Battle Creek; corn flakes. (Modern sweetheart) (In Life, July 21, 1958, p.2 of cover) Appl. author: Leo Burnett Co., Inc. © 17Jul58; KK135802.

Great new taste in cereals from Kellogg's; cocoa flavored Krispies. (In Racine Journal-times Sunday bulletin, Sept. 14, 1958, comics, p.3) Appl. author: Leo Burnett Co., Inc. © 14Sep58; KK138084.

Happy eatin' from Kellogg's; it's fruit 'n cereal time, and we'll buy the fruit. Corn flakes; Rice Krispies. (Fruit & cereal) [Bowl of strawberries &] cereal. (In The South Bend tribune, South Bend, Ind., July 17, 1958, section 3, p.15) Appl. author: Leo Burnett Co., Inc. © 17Jul58; KK135801.

Happy eatin' from Kellogg's; it's fruit 'n cereal time, and we'll buy the fruit. Corn flakes; Rice Krispies. (Fruit & cereal) [Three bowls of] fruit & cereal. (In Life, July 14, 1958, p.62-63) Appl. author: Leo Burnett Co., Inc. © 10Jul58; KK135804.

Hear about new cereal? Cocoa flavored Krispies. (In Racine Journal-times Sunday bulletin, Sept. 28, 1958, comics, p.5) Appl. author: Leo Burnett Co., Inc. © 28Sep58; KK138086.

Kellogg's will pay you 25¢ for trying marshmallow crispy treats; Rice Krispies. (In Life, Nov. 17, 1958, p.117) Appl. author: Leo Burnett Co., Inc. © 13Nov58; KK139609.

Kids, enter Kellogg's 3 big coloring contests; win a Bell & Howell electric eye movie outfit. Sugar frosted flakes [and 2 other cereals] (In Chicago Sunday tribune, Nov. 16, 1958, comics, p.10) Appl. author: Leo Burnett Co., Inc. © 16Nov58; KK139610.

The new cereal that tastes like a chocolate milk shake, only crunchy; cocoa flavored Krispies. (In Kenosha news, Kenosha, Wis., Sept. 12, 1958, p.12) Appl. author: Leo Burnett Co., Inc. © 12Sep58; KK138087.

New from Kellogg's; corn flake crumbs. (In Better homes & gardens, Dec. 1958, p.82) Appl. author: Leo Burnett Co., Inc. © 20Nov58; KK139608.

New muffin recipe; homemade goodness and easy, too. Bran 'n raisin molasses muffins. All-Bran. (In Everywoman's family circle, Oct. 1958, p.25) Appl. author: Leo Burnett Co., Inc. © 18Sep58; KK138083.

Protein; Special K and milk, perfect protein partners. Grandpa & baby. (In Life, Sept. 8, 1958, p.108) Appl. author: Leo Burnett Co., Inc. © 4Sep58; KK137018.

- KELLOGG CO. Cont'd.**
Protein; Special K, the perfect protein partner for milk. Young mother in shorts [pushing little boy in shopping cart] (In Life, Aug. 4, 1958, p.79) Appl. author: Leo Burnett Co., Inc. © 31Jul58; KK136685.
- Rice Krispies. Snap, Crackle & Pop painting mustache. (In Life, Aug. 25, 1958, p.36) Appl. author: Leo Burnett Co., Inc. © 21Aug58; KK137017.
- St. George fought the dragon ... with Variety pack, they're both really livin'. Corn flakes, Rice Krispies [and 8 other cereals] (In Life, Aug. 18, 1958, p.68) Appl. author: Leo Burnett Co., Inc. © 14Aug58; KK136686.
- The serious side of those cheerful Rice Krispies from Battle Creek. Snap, Crackle & Pop shoveling Rice Krispies into bowl. (In Life, July 7, 1958, p.68) Appl. author: Leo Burnett Co., Inc. © 3Jul58; KK135803.
- Special K. Protein; more high-quality protein than any other leading cereal. Two men on bus. (In Life, June 23, 1958, p.14) Appl. author: Leo Burnett Co., Inc. © 19Jun58; KK135572.
- Special K, the perfect protein partner for milk protein. People in elevator. (In Life, Nov. 10, 1958, p.102) Appl. author: Leo Burnett Co., Inc. © 6Nov58; KK139612.
- Ump and batter ... each decision is right with Variety pack. Sugar Pops, sugar frosted flakes [and 8 other cereals] (In Life, July 28, 1958, p.92) Appl. author: Leo Burnett Co., Inc. © 24Jul58; KK136684.
- Variety; 10 packages, all favorites. Corn flakes, raisin bran [and 8 other cereals] Red Riding Hood. (In Look, July 8, 1958, p.17) Appl. author: Leo Burnett Co., Inc. © 24Jun58; KK135574.
- KEMPER, JAMES S. ©**
Insurance plan; handbook and payment schedule. © 6May58; KK138634.
- KENNEDY, ORELA M. ©**
Directions: Flower vase. 215 sticks, pattern and glue, no.3 tin can fits inside. © 13Jun58; KK138465.
Directions: Sewing basket. Material: 375 sticks, glue, knob for lid, cloth pattern for lining. © 17Jun58; KK138466.
- KENNEDY NAME PLATE CO. ©**
Foil name plates with Spray-Ack; adheres like rivets. Appl. author: William James Kennedy. © 1Nov58; KK138884.
- KENNER PRODUCTS CO.**
Beat the Buzz; exciting new battery operated game; fun for the entire family. No.210. © Bromo-Mint Co. d.b.a. Kenner Products Co.; 15Jul58; KK136527.
4 nursery picture plaques; nursery wall decorations. Set no.1. No.244. © Bromo-Mint Co. d.b.a. Kenner Products Co.; 23Apr58; KK137234.
Nursery picture plaques; wall decorations. Directions for setting-up rack. © Bromo-Mint Co. d.b.a. Kenner Products Co.; 23Apr58; KK137235.
Play tubes; create thousands of fascinating shapes; unbreakable polyethylene. © Bromo-Mint Co. d.b.a. Kenner Products Co.; 30Jul58; KK137074.
- play tubes; endless fun creating thousands of fascinating shapes; unbreakable polyethylene. Play-tested for boys and girls, ages 3 to 6. No.110. © Bromo-Mint Co. d.b.a. Kenner Products Co.; 30Jul58; KK137075.
- Turn A Tune; just turn handle and tunes play. 8 delightful melodies, each on a different Player-Disk. No.350. © Bromo-Mint Co. d.b.a. Kenner Products Co.; 15Jul58; KK136528.
- Zillyzoo; all bodies, heads, legs and tails are interchangeable; unbreakable polyethylene plastic. Platform. © Bromo-Mint Co. d.b.a. Kenner Products Co.; 30Jul58; KK137155.
- Zillyzoo; unbreakable polyethylene plastic; bodies, heads, legs and tails are interchangeable. Box top. No.260. 7 delightful animals. © Bromo-Mint Co. d.b.a. Kenner Products Co.; 30Jul58; KK137156.
- KENSICO TUBE CO., INC. ©**
She specified Kensico copper tube, why don't you? NM: coloring & additions. © 5Aug58; KK136776.
- KENTILE, INC. ©**
Today's smartest floors wear Kentile; live on luxury and love it with Kentile rubber tile. (In Living for young homemakers, May 1957, p.39) © 20Apr57; KK135396.
- KENTON PHARMACAL CO., INC. ©**
Relaxation is only cure for headaches, doctors say; the modern defense ... is known as Sal-Fayne. (In The Cincinnati enquirer, Nov. 3, 1958, p.6D) Appl. author: Erwin, Wasey, Ruthrauff & Ryan, Inc. © 3Nov58; KK139237.
Relaxation is only cure for headaches, doctors say. This modern defense ... is known as Sal-Fayne. (In The Cincinnati post & times-star, Nov. 5, 1958, p.61) Appl. author: Erwin, Wasey, Ruthrauff & Ryan, Inc. © 5Nov58; KK139530.
- KERN VALLEY PACKING CO. ©**
Farmer Jones brand sliced bacon. Net wt. 1 pound. Appl. author: Don Coslett. © 14Feb58; KK136693.
- KERSKER, INC. ©**
For assurance of better vision consult your doctor of optometry. Monthly pocket memo. Appl. author: William H. Kersker, Jr. © 10Oct58; KK137604.
- KIEKHAEFER CORP. ©**
Because you bought the Mercury Mark 58 beyond all our expectations, we are forced to introduce the excitingly beautiful, new 1959 Mark 58A now. Mercury outboards. (In Milwaukee sentinel, Aug. 15, 1958, pt.2, p.6) © 15Aug58; KK136565.
Big twin engines were hot in '39, but it's 4 and 6-in-line for '59; get modern in-line Mercury outboards. (In Outboard, Sept. 1958, p.4 of cover) © 30Aug58; KK137743.
Honest weight, no strings. Whoooo gives you the most outboard pound for pound, inch for inch, dollar for dollar? Mercury; Mark 75. (In Milwaukee sentinel, June 13, 1958, pt.2, p.6) © 13Jun58; KK136566.
I ski Mercury, says world water ski champ, Jumpin' Joe Cash. Mercury Mark 78 ... family outboard. (In Boys' life, June 1958, p.53) © 19May58; KK135552.
- In outboards, whoooo's the slimmest? Bird's-eye view proves it's Mercury by any measure. Mercury Mark 75. (In The Milwaukee journal, June 27, 1958, pt.2, p.10) © 27Jun58; KK135553.
- Mercury outboards; 50,000 miles in 68 days. Mark 75. (In Fond du Lac commonwealth reporter, July 25, 1958, p.13) © 25Jul58; KK136011.
- Mercury outboards lead the world in performance, in dependability. Mark 75. Hubert Entrop. (In Fond du Lac commonwealth reporter, July 11, 1958, p.16) © 11Jul58; KK137328.
- Mercury's world-of-difference franchise means more big-ticket big-profit sales; outboarding's \$ line. We switched to Mercury [says] Gerald Emry. (In Outboard progress, Nov. 1958, p.1 of cover) © 31Oct58; KK139415.
- What Mercury's world outboard speed record means to you. Mercury Mark 75. [Endorsed by] Ted Jones. (In Milwaukee sentinel, June 20, 1958, p.4) © 20Jun58; KK136170.
- KIMBERLY-CLARK CORP. ©**
Sell more baby-needs with this Kleenex tissues nursery center. (In Chain store age, variety store managers ed., Sept. 1958, p.40) Appl. author: Ray Mayworm. © 7Sep58; KK137887.
Sell more related cold comfort items with this Kleenex tissues sneezin' season display. (In Chain store age, variety store executives ed., Nov. 1958, p.89) Appl. author: Leslie S. Mather. © 7Nov58; KK139088.
- KINGSPORT PRESS, INC. ©**
The Annual cyclopaedia. (Essays on a Basic bibliography of the American Civil War, by Paul M. Angle & Earl Schenck Miers, no.8) (In Publishers' weekly, Aug. 4, 1958, p.67) © 4Aug58; KK136239.
The diary of Gideon Welles. (Essays on a Basic bibliography of the American Civil War, by Paul M. Angle & Earl Schenck Miers, no.9) (In Publishers' weekly, Sept. 1, 1958, p.62) © 1Sep58; KK137004.
History of the United States from the Compromise of 1850. (Essays on a Basic bibliography of the American Civil War, by Paul M. Angle & Earl Schenck Miers, no.10) (In Publishers' weekly, Oct. 6, 1958, p.55) © 6Oct58; KK137788.
Memoirs of General William T. Sherman, by himself. (Essays on a Basic bibliography of the American Civil War, by Paul M. Angle & Earl Schenck Miers, no.12) (In Publishers' weekly, Dec. 1, 1958, p.59) © 1Dec58; KK139194.
Putnam's record of the Rebellion. (Essays on a Basic bibliography of the American Civil War, by Paul M. Angle & Earl Schenck Miers, no.7) (In Publishers' weekly, July 7, 1958, p.69) © 7Jul58; KK135636.
Recollections and letters of General Robert E. Lee. (Essays on a Basic bibliography of the American Civil War, by Paul M. Angle & Earl Schenck Miers, no.11) (In Publishers' weekly, Nov. 3, 1958, p.63) © 3Nov58; KK138510.
- KINNER, WAYNE d.b.a. RENNICK MANUFACTURING CO. SEE Rennick Manufacturing Co.**
- KINNEY MANUFACTURING DIVISION, NEW YORK AIR BRAKE CO. SEE New York Air Brake Co.**

KISMET INDUSTRIES. ©

Re-refined Missile brand motor oil.
Contents one U. S. gallon.
© 24Sep58; KK138431.

KITTELL-LACY, INC. ©

Kittell-Lacy, Inc. presents its experience and qualifications in the field of jet engine test equipment; efficient noise suppression jet engine test equipment. Prepared by William T. Snebold. Lisle D. Horton, president. © 14Jul58; KK138115.

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Speed-cleaner with spray on, wipe off action; for plane and car service; service stations. Makes 16 pints. Net contents one U. S. pint.
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Down through the ages history and literature have praised bread.
No. 3 size adjustable book cover.
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KNIPPER, C. P., sole owner NOGLASS.
SEE Noglass.

KNOX GELATINE CO. ©

For about 5¢ a day, most women restore splitting nails with Knox gelatine. (In True confessions, May 1958, p.61) Appl. author: Charles W. Hoyt Co., Inc.
© 1Mar58; KK137472.

I lost 39 pounds and won a new life. [Endorsed] by Catherine Ann Johnson. Eat and reduce plan. (In TV guide, Sept. 27, 1958, p.27) Appl. author: Charles W. Hoyt Co., Inc.
© 24Sep58; KK139120.

I lost 39 lbs. and won a new life. [Endorsed by] Catherine Ann Johnson. Eat and reduce plan. (In This week magazine, Oct. 12, 1958, p.7) Appl. author: Charles W. Hoyt Co., Inc.
© 12Oct58; KK139122.

Knox gelatine, the one way to help splitting nails. (In McCall's, May 1958, p.116) Appl. author: Charles W. Hoyt Co., Inc.
© 29Apr58; KK137469.

Lovely pliant fingernails; unflavored gelatine. (In The New Yorker, Feb. 15, 1958, p.87) Appl. author: Charles W. Hoyt Co., Inc.
© 15Feb58; KK137468.

Nails split, break? No need for costly unproved remedies, just drink Knox gelatine. (In Better homes & gardens, Oct. 1958, p.156) Appl. author: Charles W. Hoyt Co., Inc.
© 23Sep58; KK139119.

New medical research on splitting nails again show effectiveness of Knox gelatine. (In Modern beauty shop, Apr. 1958, p.141) Appl. author: Charles W. Hoyt Co., Inc.
© 25Mar58; KK137471.

New medical research on splitting nails again shows the effectiveness of Knox gelatine. Free ... a supply of the Knox bulletin. (In Good housekeeping, May 1958, p.238) Appl. author: Charles W. Hoyt Co.
© 17Apr58; KK137473.

Splitting nails; drink Knox gelatine. (In Woman's day, June 1958, p.93) Appl. author: Charles W. Hoyt Co., Inc.
© 10May58; KK137470.

What your doctor knows about splitting nails and Knox gelatine. (In Better homes & gardens, Nov. 1958, p.168) Appl. author: Charles W. Hoyt Co., Inc.
© 23Oct58; KK139121.

KNUDSEN, MICHAEL B. ©

Gravel Klondike, a man's cologne.
© 30Oct58; KK138136.

Gravel Sutter's Creek, a man's cologne. © 30Oct58; KK138134.

Gravel Yukon, a man's cologne.
© 30Oct58; KK138135.

KOERNER, GERALD, trustee, C. ARCH, N. ARNOLD, H. ARNOLD, M. M. LAPPE, M. LAPPE, R. LAPPE & D. LAPPE, a limited partnership t.a. NU NAILS.
SEE Nu Nails.

KOMPAC KOFFEE KIT, INC. ©

Time for coffee; 3 minute fresh coffee service. © 9Nov57; KK135849.

KORFF ADVERTISING. ©

A newspaper advertising program for plumbing contractors. Just marvelous, now we have two beautiful bathrooms [and 12 other ads] (In Grand Rapids press, July 8, 1958, p.15) Appl. author: Joseph H. Korff. © 1Jul58; KK137344.

KRIER PRESERVING CO. ©

L1'l Brave small size June peas. Contents 1 lb. 1 oz. Appl. author: Grover Strong. © 13Jan58; KK139541.

KWIKSET SALES & SERVICE CO. ©

Imperial line locksets. Balboa design, Catalina design [and other] models. Appl. author: R. E. McFarland. © 1Aug58; KK136891.

Presenting Kwikset Imperial line locksets. Balboa design, Catalina design [and other] designs. Appl. author: Richard E. McFarland. © 1Aug58; KK136892.

L

L. I. ELECTRO-LABS, INC. ©

Solder-Chief, ideal for electronics, TV, Hi-Fi. Appl. author: Solomon Goodman. © 12Dec58; KK139417.

L. O. F. GLASS FIBERS CO. ©

Thermo-sensitive home insulation, a lighter, softer, blanket insulation faced with reflective foil. (In Sweet's file 1959) Appl. author: Wade Advertising Agency, Inc. © 13Oct58; KK139124.

LABROT & GRAHAM. ©

Announcement; L. & G. now available to the general public. Kentucky straight bourbon whiskey. (In Independent, Long Beach, Calif., Sept. 16, 1958, p.C-3) Appl. author: Erwin, Wasey, Ruthrauff & Ryan, Inc. © 16Sep58; KK139047.

The slow-mash Kentucky bourbon L. & G., always straight since 1883. (In Independent, Pasadena, Calif., Sept. 19, 1958, p.14) Appl. author: Erwin, Wasey, Ruthrauff & Ryan, Inc. © 19Sep58; KK139488.

LAKESIDE LABORATORIES, INC. ©

A unique new concept with diuretic therapy; Neohydrin with vitamins. C37258. © 31Jul58; KK137628.

LAMBERT-HUDNUT DIVISION, WARNER-LAMBERT PHARMACEUTICAL CO. SEE Warner-Lambert Pharmaceutical Co.

LAMPKIN LABORATORIES, INC. ©

Micrometer frequency meter; type 103-B and type 105-B. Bulletin no. 85830-5K. Appl. author: Guy Forest Lampkin. © 26Aug58; KK137130.

LANGFELD, BEATRICE & DANIEL LANGFELD, sole owners, DANBY FARM. SEE Danby Farm.

LANGFELD, DANIEL & BEATRICE LANGFELD, sole owners, DANBY FARM. SEE Danby Farm.

LANZ ORIGINALS, INC. ©

Young and sophisticated this slim slip of a sheath in beige or black on crisp white cotton. (In Seventeen, Feb. 1957, p.56) © 28Jan57 (in notice: 1956); KK135664.

LAPPE, D., C. ARCH, N. ARNOLD, H. ARNOLD, M. M. LAPPE, M. LAPPE, R. LAPPE & GERALD KOERNER as trustee, a limited partnership t.a. NU NAILS.
SEE Nu Nails.

LAPPE, M., C. ARCH, N. ARNOLD, H. ARNOLD, M. M. LAPPE, R. LAPPE, D. LAPPE & GERALD KOERNER as trustee, a limited partnership t.a. NU NAILS.
SEE Nu Nails.

LAPPE, MAXWELL M., C. ARCH, N. ARNOLD, H. ARNOLD, M. LAPPE, R. LAPPE, D. LAPPE & GERALD KOERNER as trustee, a limited partnership t.a. NU NAILS.
SEE Nu Nails.

LAPPE, R., C. ARCH, N. ARNOLD, H. ARNOLD, M. M. LAPPE, M. LAPPE, D. LAPPE & GERALD KOERNER as trustee, a limited partnership t.a. NU NAILS.
SEE Nu Nails.

LARI-LOOP HOPPY TAW CORP.

Lari-Loop. Every sheriff ... needs a Lari-Loop to capture outlaws. © Hoppy Taw Corp. d.b.a. Lari-Loop Hoppy Taw Corp.; 28Jul58; KK137318.

LARRY (O.) DISPLAYS. ©

The Atomium, Christmas tree ornament; inspired by the World's Fair. Appl. author: Otto L. Stanislaw. © 12Sep58; KK138550.

LASSITER CORP. ©

Fashion tinted for new wardrobe magic; these exquisite nylons are sealed at the mill. FF-21. Butterfly. Appl. author: Ernest E. Pioppo. © 3Nov58; KK138470.
Nylon hosiery; fashion right nylons for new leg loveliness. FF-7. Mannequin. Appl. author: Ernest E. Pioppo. © 27Oct58; KK138385.

LA VEIGNE, JAMES GRANT, JR. ©

Picking Oranges, Florida's exciting new game; action packed fun for children of all ages. © 22Sep58; KK138228.

LAWSKY, MAX W. d.b.a. AMARA CO. SEE Amara Co.

LEAGUE LITHO SERVICE, INC. ©

An egg in the nest; think of your credit union first. © 24Sep58; KK137448.

In a pickle about credit problems? Think of your credit union first. © 24Sep58; KK137446.

It's the brightest star in your future; think of your credit union first. © 24Sep58; KK137449.

No pocket to sock it? Your credit union is the place to save. © 24Sep58; KK137450.

Peter Pogo says: You'll be a big jump ahead if you think of your credit union first. © 24Sep58; KK137445.

The right combination; think of your credit union first. © 24Sep58; KK137447.

LED-COL CO. ©

Sl1x; all purpose lubricant. Everything slips with Sl1x. Contents 8 fluid ozs. Appl. author: Vincent Ledwick. © 8Apr57; KK138508.

LEE, accepted alternative H. D. LEE CO., INC. SEE Lee (H. D.) Co., Inc.

LEE (H. D.) CO., INC. ©

Back from school; LEESure time means more fun for everyone. Tapered slacks [and other] comfort clothes. (In Parade, Aug. 11, 1957, p.3) Appl. author: Grey Advertising Agency, Inc. © H. D. Lee Co., Inc., accepted alternative Lee; 11Aug57; KK137101.

Back on the job; and no job's a match for Lee dungarees. (In Look, Oct. 1, 1957, p.83) Appl. author: Grey Advertising Agency, Inc. © H. D. Lee Co., Inc., accepted alternative designation Lee; 17Sep57; KK137100.

Back on the job; you're hardy, handsome in Lee Chetopa twills. (In The American weekly, Sept. 8, 1957, p.18) Appl. author: Grey Advertising Agency, Inc. © H. D. Lee Co., Inc., accepted alternative Lee; 8Sep57; KK137102.

Back to boyhood fun; even super-active youngsters will outgrow them before outwearing Lee double-knee Riders. (In Life, Aug. 12, 1957, p.42) Appl. author: Grey Advertising Agency, Inc. © H. D. Lee Co., Inc., accepted alternative Lee; 7Aug57; KK137096.

Back to indoor leasure; the most comfortable guy in view is always in Lee tapered slacks. (In Life, Nov. 4, 1957, p.48) Appl. author: Grey Advertising Agency, Inc. © H. D. Lee Co., Inc., accepted alternative Lee; 30Oct57; KK137097.

Back to the rodeo; bronc-bustin' Guy Weeks looks a champ and acts it in Lee Riders. (In Look, Aug. 6, 1957, p.88) Appl. author: Grey Advertising Agency, Inc. © H. D. Lee Co., Inc., accepted alternative Lee; 23Jul57; KK137099.

Everywhere you go, you see Lee Chetopa Twills. The swing's to style in work clothes. Man on girder. (In Life, Feb. 24, 1958, p.74) Appl. author: Grey Advertising Agency, Inc. © 20Feb58; KK136223.

Look who's trim-in their Christmas Lees. Leasures: Lee comfort clothes for work and play. (In Life, Dec. 2, 1957, p.23) Appl. author: Grey Advertising Agency, Inc. © H. D. Lee Co., Inc., accepted alternative Lee; 27Nov57; KK137098.

LEEDALL PRODUCTS MANUFACTURING CO., INC. ©

Copi-Mate double pack typewriter ribbon chart. © 18Dec57; KK135622.

The secret is in the pack; Copi-Mate double pack typewriter ribbons. © 18Dec57; KK135621.

LEETRONICS, INC. ©

60 cycle a.c. Motoroids, the new idea in rotary solenoids. Clapper types. Appl. author: Robert P. McAndrew. © 23May58; KK135345.

LEHR, CHARLES M. & JACK S. TAYLOR, composing the firm LEHR'S. SEE Lehr's.

LEHR'S.

Special salad dressing. Contents 8 fluid oz. © Lehr's, a firm composed of Jack S. Taylor & Charles M. Lehr; 19Sep58; KK137575.

LENNOX INDUSTRIES, INC. ©

Closed doors and windows tell the world you're home in air conditioned comfort; full-house, full-time air conditioning. (In Time, June 30, 1958, p.81) © 23Jun58; KK135707.

An honest statement of fact from a leading heating and air conditioning manufacturer: Price or brand name alone is not enough for customer satisfaction. Comfort Craftsman. (In House & home, June 1957, p.205) © 26May57; KK139631.

How a Lennox Comfort Craftsman solved the Raymond Bledsoe's heating woes with home heating magic that saves up to 20% on fuel bills. (In Reader's digest, Oct. 1958, p.165) © 25Sep58; KK138235.

My name is Doris Day ... it's my air conditioning, gives me that certain zing. L'envoi from Lennox. (In Vogue, June 1958, p.32-33) © 1Jun58; KK135708.

Potosi school gets the finest in fresh air heating and ventilating; Comfort Curtain. (In The Nation's schools, Apr. 1958, p.24-25) © 20Mar58; KK137793.

Rest assured; Lennox offers the world's most complete line of heating and air conditioning equipment. (In Architectural record, Sept. 1958, p.262-263) © 23Sep58; KK137794.

Reward; your home heated free this winter up to 1 hour out of every 5. Your Lennox Comfort Craftsman is the best trained heating and air conditioning man in town. (In Better homes & gardens, Sept. 1958, p.142) © 20Aug58; KK137012.

6,000 hours a year, you'll be glad you bought home heating from the expert who makes this pledge. Comfort Craftsman Creed. (In Journal of homebuilding, Aug. 1958, p.62-63) © 5Aug58; KK137013.

Two big reasons for specifying Lennox; Lennox offers the world's most complete line of heating and air conditioning equipment. (In Architectural record, Aug. 1958, p.230-231) © 5Aug58; KK137014.

You, Mr. Home Builder, will face this jury for 6,000 critical hours this winter. A man ... with the world's most complete line of heating and air conditioning equipment. (In House & home, Sept. 1958, p.154-155) © 26Aug58; KK137146.

LEPAGE'S DIVISION, JOHNSON & JOHNSON. SEE Johnson & Johnson.

LEPAGE'S, INC. ©

Dollars for scholars. Best known name in sticky stuff. (In Progressive grocer, July 1958, p.37) © 1Jul58; KK136557.

LE TENDRE, DOUGLAS & PHILIP L. CANVILLE d.b.a. COPYRIGHTED DESIGN, UNLIMITED. SEE Copyrighted Design, Unlimited.

LETHELIN PRODUCTS, INC. ©

Magi-Kil ant traps kill ants indoors, outdoors. © 14Apr58; KK135617.

LEVER BROS. CO. ©

Amazing new room deodorizer; Air-Wick Stik. Coupon. (In The Hartford courier, Nov. 23, 1958, pt.E, p.4 of cover) Appl. author: Foote, Cone & Belding. © 23Nov58; KK139438.

How would your students do on this table spread quiz? Few adults ... know the true story of margarine. (In What's new in home economics, Oct. 1958, p.22) Appl. author: Foote, Cone & Belding. © 10Oct58; KK139018.

Imperial is unconditionally guaranteed to taste like the 70¢ spread; margarine. Hands holding biscuits; 6¢ coupon. (In Today's living (Herald Tribune) Oct. 26, 1958, p.13) Appl. author: Foote, Cone & Belding. © 26Oct58; KK139020.

Imperial is unconditionally guaranteed to taste like the 70¢ spread; margarine. Two hands holding biscuits. (In TV guide, July 12, 1958, p.3) Appl. author: Foote, Cone & Belding. © 8Jul58; KK136634.

Lever Brothers introduces new instant spray Air-Wick. (In Progressive grocer, Sept. 1958, p.214) Appl. author: Foote, Cone & Belding. © 1Sep58; KK137675.

New Handy Andy outcleans harsh powders and liquids but won't scratch, dull or wear. (In Chicago sun-times, Sept. 5, 1958, p.45) © 5Sep58; KK127631.

Save 8¢ now on Imperial; margarine. (In The Dallas morning news, Sept. 18, 1958, p.2) Appl. author: Foote, Cone & Belding. © 18Sep58; KK139013.

You'll wonder where the yellow went, when you brush your teeth with Pepsodent. [Girl] kiss[ing] boy. (In Daily Journal, Tupelo, Miss., June 8, 1958, comics, p.3) Appl. author: Foote, Cone & Belding. © 8Jun58; KK135475.

Your first bottle free to introduce you to Handy Andy, new liquid cleanser. (In Baltimore news-post, Sept. 4, 1958, p.16C) © 4Sep58; KK137618.

LEVIN, FLOYD & SAM W. LEVIN d.b.a. PARVIN MANUFACTURING CO. SEE Parvin Manufacturing Co.

LEVIN, SAM W. & FLOYD LEVIN d.b.a. PARVIN MANUFACTURING CO. SEE Parvin Manufacturing Co.

LEVY (HENRY S.) & SONS, INC. ©

And for real Jewish rye, it's Levy's. Appl. author: Doyle Dane Bernbach, Inc. © 5Sep58; KK137776.

There are lots of great cheeses, but only one great Jewish rye. (In New York post, Nov. 20, 1958, p.9) Appl. author: Doyle Dane Bernbach, Inc. © 20Nov58; KK139535.

LEWIS, JOHN RIDLEY & JAY MOORE, composing the partnership QUALITY-CRAFT PRODUCTS. SEE Quality-Craft Products.

LIBBY, MCNEILL & LIBBY. ©

Concentrate for pink lemonade; frozen. Net 6 fl. oz. NM: revision. © 12Jun58; KK136811.

Deep minted brand pineapple chunks. Net weight 1 lb. 4 1/2 oz. © 9Jun58; KK135639.

Frozen concentrate for lemonade. 12 fl. oz. NM: revision. © 26May58; KK138225.

Frozen concentrate for Tropi-Cal punch. 6 fl. oz. © 15Sep58; KK138977.

Frozen pineapple grapefruit drink concentrate. Net 6 fl. oz. © 8Aug58; KK137183.

Frozen pineapple orange drink concentrate. Net 6 fl. oz. © 13Jun58; KK137184.

LIEBIG, J. ©

Baby Gay Stampede; baby's felt boot kit. Style 106. © 9Sep58; KK138555.

LIEBMAN BREWERIES, INC. ©

All set for a sales-making swing through September; it's a winning combination ... Rheingold ... teamed with Miss Rheingold. Tennis [scene] (In Connecticut beverage journal blue book, Sept. 1958, p.164) Appl. author: Foote, Cone & Belding. © 1Sep58; KK137673.

- All this and Rheingold, too, says Anthony Quinn. (In Sunday news, New York, June 15, 1958, supplement, p.9) Appl. author: Foote, Cone & Belding. © 15Jun58; KK135424.
- Better than a hole in one, says Dean Martin. Rheingold. (In Sunday news, New York, Nov. 16, 1958, coloroto magazine section, p.4 of cover) Appl. author: Foote, Cone & Belding. © 16Nov58; KK139439.
- But there's only one beer in my collection, says Ralph Bellamy. Rheingold. (In Sunday news, New York, Oct. 12, 1958, coloroto magazine section, p.9) Appl. author: Foote, Cone & Belding. © 12Oct58; KK138863.
- Each June day her smile will say summertime is Rheingold time. Madelyn Darrow, Miss Rheingold. Owens 22, family cruiser. (In Connecticut beverage journal blue book, June 1958, p.144) Appl. author: Foote, Cone & Belding. © 1Jun58; KK135474.
- Follow the leader to bigger and better August sales; in August ... Miss Rheingold will help you sell ... Rheingold. Water ski [scene] (In Connecticut beverage journal blue book, Aug. 1958, p.140) Appl. author: Foote, Cone & Belding. © 1Aug58; KK137671.
- From one neighbor to another, congratulations Newark news. Madelyn Darrow, Miss Rheingold 1958. (In Newark Sunday news, Newark, N. J., Sept. 21, 1958, p.A47) Appl. author: Foote, Cone & Belding. © 21Sep58; KK138866.
- Here's the day's best find, says Ida Lupino. Rheingold. (In Sunday news, New York, Aug. 10, 1958, coloroto magazine section, p.3) Appl. author: Foote, Cone & Belding. © 10Aug58; KK137669.
- How to please the world's fussiest shopper; Rheingold's chairman is an insistent perfectionist. Hops field. (In Daily news, New York, Sept. 29, 1958, p.35) Appl. author: Foote, Cone & Belding. © 29Sep58; KK138858.
- I always sing the praises of my favorite beer, says Janis Paige. Rheingold. (In Sunday news coloroto magazine, New York, Sept. 14, 1958, p.40) Appl. author: Foote, Cone & Belding. © 14Sep58; KK138861.
- I could write columns about Rheingold, says Hedda Hopper. (In Sunday news, New York, Oct. 5, 1958, coloroto magazine section, p.3) Appl. author: Foote, Cone & Belding. © 5Oct58; KK138857.
- I'm guarding that gold, Rheingold, says Gregory Peck. (In Sunday news, New York, Sept. 21, 1958, coloroto magazine section, p.11) Appl. author: Foote, Cone & Belding. © 21Sep58; KK138860.
- I'm never at sea when it comes to beer, says Guy Lombardo. Rheingold. (In Sunday news, New York, July 13, 1958, coloroto magazine section, p.5) Appl. author: Foote, Cone & Belding. © 13Jul58; KK136637.
- It's your month, and here's how Rheingold will help you make the most of it; May is National Tavern Month. (In Beverage media, May 1958, p.122) Appl. author: Foote, Cone & Belding. © 25Apr58; KK139442.
- The Lord Mayor of Munich speaks about beer. The Honorable Thomas Wimmer. Rheingold. (In Daily news, New York, Oct. 27, 1958, p.36) Appl. author: Foote, Cone & Belding. © 27Oct58; KK139273.
- Meet the guest star, Rheingold, says Polly Bergen. (In Sunday news coloroto magazine, July 27, 1958, p.40) Appl. author: Foote, Cone & Belding. © 27Jul58; KK136447.
- Meet the six pretty girls who'll help you profit from America's second-largest election; here are your six lovely candidates for the title of Miss Rheingold 1959. (In Massachusetts beverage journal, Aug. 1958, p.51) Appl. author: Foote, Cone & Belding. © 1Aug58; KK137674.
- My beer is Rheingold, the dry beer, says Anthony Quinn. (In Daily news, New York, June 16, 1958, p.42) Appl. author: Foote, Cone & Belding. © 16Jun58; KK135423.
- My beer is Rheingold, the dry beer, says Gregory Peck. (In Daily news, New York, Aug. 25, 1958, p.36) Appl. author: Foote, Cone & Belding. © 25Aug58; KK137667.
- My beer is Rheingold, the dry beer, says Guy Lombardo. (In Daily news, New York, July 21, 1958, p.32) Appl. author: Foote, Cone & Belding. © 21Jul58; KK136448.
- My beer is Rheingold, the dry beer, says Janis Paige. (In Daily news, New York, Sept. 15, 1958, p.34) Appl. author: Foote, Cone & Belding. © 15Sep58; KK138862.
- My beer is Rheingold, the dry beer, says Lionel Hampton. (In The New Jersey Afro-American, Oct. 18, 1958, p.20) Appl. author: Foote, Cone & Belding. © 18Oct58; KK138865.
- My beer is Rheingold, the dry beer, says Madelyn Darrow, Miss Rheingold 1958. Canoe [and barbecue scenes] (In Daily news, New York, July 14, 1958, p.39) Appl. author: Foote, Cone & Belding. © 14Jul58; KK136638.
- My beer is Rheingold, the dry beer, says Madelyn Darrow, Miss Rheingold 1958. Canoe. (In Promenade magazine, July 1958, p.2 of cover) Appl. author: Foote, Cone & Belding. © 1Jul58; KK136632.
- My beer is Rheingold, the dry beer, says Madelyn Darrow, Miss Rheingold 1958. Duck boat [scene] (In Daily news, Nov. 3, 1958, p.84) Appl. author: Foote, Cone & Belding. © 3Nov58; KK139274.
- My beer is Rheingold, the dry beer, says Madelyn Darrow, Miss Rheingold 1958. Duck boat [scene] (In Everywoman's family circle, Nov. 1958, p.80-A) Appl. author: Foote, Cone & Belding. © 23Oct58; KK139446.
- My beer is Rheingold, the dry beer, says Madelyn Darrow, Miss Rheingold 1958. Football [scene] (In Daily news, New York, Oct. 6, 1958, p.46) Appl. author: Foote, Cone & Belding. © 6Oct58; KK138855.
- My beer is Rheingold, the dry beer, says Madelyn Darrow, Miss Rheingold 1958. Football [scene] (In Everywoman's family circle, Oct. 1958, p.95) Appl. author: Foote, Cone & Belding. © 10Oct58; KK139017.
- My beer is Rheingold, the dry beer, says Madelyn Darrow, Miss Rheingold 1958. Tennis [scene] (In Daily news, New York, Sept. 2, 1958, p.33) Appl. author: Foote, Cone & Belding. © 2Sep58; KK137668.
- My beer is Rheingold, the dry beer, says Madelyn Darrow, Miss Rheingold 1958. Tennis [scene] (In The New Yorker, Sept. 6, 1958, p.3 of cover) Appl. author: Foote, Cone & Belding. NM: "change of copy." © 4Sep58; KK137672.
- My beer is Rheingold, the dry beer, says Madelyn Darrow, Miss Rheingold 1958. Water ski [scene] (In Daily news, New York, Aug. 11, 1958, p.34) Appl. author: Foote, Cone & Belding. © 11Aug58; KK137666.
- My beer is Rheingold, the dry beer, says Madelyn Darrow, Miss Rheingold 1958. [Water] ski [scene] (In The New Yorker, July 26, 1958, p.3 of cover) Appl. author: Foote, Cone & Belding. © 24Jul58; KK136449.
- My beer is Rheingold, the dry beer, says Madelyn Darrow, Miss Rheingold 1958. Western [scene] (In Daily news, New York, Oct. 20, 1958, p.37) Appl. author: Foote, Cone & Belding. © 20Oct58; KK138856.
- My beer is Rheingold, the dry beer, says Madelyn Darrow, Miss Rheingold 1958. Western [scene with stagecoach in front of] post office. (In Cue, June 21, 1958, p.4 of cover) Appl. author: Foote, Cone & Belding. © 19Jun58; KK135425.
- My beer is Rheingold, the dry beer, says Peggy King. (In Daily news, New York, June 23, 1958, p.32) Appl. author: Foote, Cone & Belding. © 23Jun58; KK135426.
- My beer is Rheingold, the dry beer, says Polly Bergen. (In The Torrington register, Torrington, Conn., July 28, 1958, p.16) Appl. author: Foote, Cone & Belding. © 28Jul58; KK138867.
- My beer is Rheingold, the dry beer, says Tyrone Power. (In Norwich, Conn., bulletin, June 30, 1958, p.14) Appl. author: Foote, Cone & Belding. © 30Jun58; KK136630.
- My guests had a wonderful time, says Judy Holliday. Rheingold. (In Daily news, Nov. 10, 1958, p.78) Appl. author: Foote, Cone & Belding. © 10Nov58; KK139275.
- The picture is The Key, but the scene-stealer is Rheingold, says William Holden. (In Sunday news, New York, July 6, 1958, coloroto magazine section, p.3) Appl. author: Foote, Cone & Belding. © 6Jul58; KK136635.
- Please leave a message: My beer is, says Anne Bancroft. Rheingold. (In Sunday news, New York, Oct. 26, 1958, coloroto magazine section, p.5) Appl. author: Foote, Cone & Belding. © 26Oct58; KK139272.
- Puts all the others in the shade, says Rossano Brazzi. Rheingold. (In Sunday news, New York, Nov. 2, 1958, coloroto magazine, p.9) Appl. author: Foote, Cone & Belding. © 2Nov58; KK139276.
- Rolling your way again today; New York's largest-selling beer. Rheingold. Deliveryman with barrel. (In Daily news, New York, July 7, 1958, p.44) Appl. author: Foote, Cone & Belding. © 7Jul58; KK136636.
- Royal Dutch treat for seven American beauties. Madelyn Darrow, Miss Rheingold 1958 and the candidates for Miss Rheingold 1959. (In Daily news, New York, Sept. 22, 1958, p.38) Appl. author: Foote, Cone & Belding. © 22Sep58; KK138938.
- Royal Dutch treat for seven American beauties. Madelyn Darrow, Miss Rheingold 1958 and the [six] candidates for Miss Rheingold 1959. (In The Connecticut retailers guide, Oct. 1958, p.1) Appl. author: Foote, Cone & Belding. © 10Oct58; KK139016.
- She'll help you blaze new sales trails in July. Madelyn Darrow, Miss Rheingold 1958. Canoe. (In Connecticut beverage journal blue book, July 1958, p.136) Appl. author: Foote, Cone & Belding. © 1Jul58; KK136631.

LIEBMAN BREWERIES, INC. Cont'd.

She's reminding millions that every season's open season for New York's largest-selling beer; Rheingold. Madelyn Darrow, Miss Rheingold 1958 [in] duck boat. (In Connecticut beverage journal blue book, Nov. 1958, p.220) Appl. author: Foote, Cone & Belding. © 1Nov58; KK139277.

Sign of a good summer, says Tyrone Power. Rheingold. (In Sunday news, New York, June 29, 1958, coloroto magazine section, p.5) Appl. author: Foote, Cone & Belding. © 29Jun58; KK136633.

Six pretty girls in search of your vote. Which one will be Miss Rheingold 1959? Penny Peterson [and 5 others] (In Cue, Aug. 16, 1958, p.22-23) Appl. author: Foote, Cone & Belding. © 14Aug58; KK138937.

There's nothing like Rheingold on a hot summer day. Bottle & glass on ice cubes. (In Daily news, New York, Aug. 4, 1958, p.36) Appl. author: Foote, Cone & Belding. © 4Aug58; KK137665.

This extra stars in my house, says Peggy King. Rheingold. (In Sunday news, New York, Aug. 31, 1958, coloroto magazine section, p.3) Appl. author: Foote, Cone & Belding. © 31Aug58; KK137670.

We always see eye to eye, says Marge and Gower Champion. Rheingold. (In Sunday news, New York, Sept. 28, 1958, coloroto magazine section, p.9) Appl. author: Foote, Cone & Belding. © 28Sep58; KK138859.

Wonderful town, wonderful time, wonderful beer, says Rosalind Russell. Rheingold. (In New York herald tribune, Nov. 24, 1958, section 3, p.10) Appl. author: Foote, Cone & Belding. © 24Nov58; KK139441.

LIFE MANUFACTURING CO., INC. ©

Deluxe Zip-a-babe; the original baby zipper harness. Appl. author: Maurice E. Klickstein. NM: revision & additions. © 5Dec58; KK139473.

Zip-a-babe, the original baby zipper harness. Appl. author: Maurice E. Klickstein. © 2Sep58; KK138227.

LIGGETT & MYERS TOBACCO CO. ©

For the freshest new taste in smoking, smoke the big O; Oasis. (In Look, Mar. 18, 1958) Appl. author: McCann-Erickson, Inc. © 18Mar58; KK137491.

Get a load of this ode. If you like your pleasure big, big, big, a Chesterfield king is the cig to dig. (In Chicago Sunday tribune magazine, Mar. 17, 1957, p.19) Appl. author: McCann-Erickson, Inc. © 17Mar57; KK137834.

James Arness, star of Gunsmoke. Yes, today's L & M gives you less tars & more taste. (In Look, July 8, 1958, p.4 of cover) © 24Jun58; KK136514.

Like your pleasure big? Smoke for real, smoke Chesterfield. (In Chicago Sunday tribune magazine, Feb. 10, 1957, p.3) Appl. author: McCann-Erickson, Inc. © 10Feb57; KK137490.

They said it couldn't be done, but here it is; puff by puff ... less tars & more taste. L & M filters. Clermont steam boat. (In Life, June 9, 1958, p.132-133) © 5Jun58; KK136513.

They said it couldn't be done, but here it is; puff by puff ... less tars & more taste. L & M filters. Model T automobile. (In Life, June 30, 1958, p.78-79) © 26Jun58; KK136515.

You'll be sittin' on top of the world when you change to L & M. [Endorsed by] Jack Webb, star of Drag-net. (In Life, Apr. 14, 1958, p.4 of cover) © 10Apr58; KK136516.

You'll be sittin' on top of the world with L & M; light into that live modern flavor. Fishing [schooners] (In The Saturday evening post, May 10, 1958, p.70-71) © 6May58; KK136517.

LINDMAN, STANLEY F. ©

Panoramic analysis. Industrial engineering, plant layouts, production analysis, plant engineering. © 30Jul58; KK136063.

LINDSAY RIPE OLIVE CO. ©

Sun-Ripe giant ripe olives. Drained weight 8 1/2 ozs. © 13Oct58; KK138474.

LINGUA-MUSICA. ©

Pleasant peasant. Symbolic horn. Appl. author: Clarence B. Brown. © 21May58; KK137221.

LIPTON (THOMAS J.) INC. ©

Chicken noodle soup; a prepared soup mix. Code no.80-3-78. Contains 3 packages, 4 to 6 servings each; net wt. 2 1/8 oz. each. © 13Aug58; KK136675.

Chicken noodle soup; a prepared soup mix. Makes 4 to 6 servings. Code no.80-3. Net wt. 2 1/8 oz. © 13Aug58; KK136676.

LITTER-BUG HEADQUARTERS.

Keep your city clean; don't be a litter bug. Use this litter bag for trash. © Mail Advertising Service, Inc. d.b.a. Litter-Bug Headquarters; 24Sep58; KK139348.

LITTLE GENTS SHOE CO. ©

Jet Moc Spacemen. © 3Mar58; KK136141.

LITTLE NURSE DOLL CO.

Little nurse dolls, a most fascinating and popular item for hospital gift shops. © Grace G. Files d.b.a. Little Nurse Doll Co.; 22Aug58; KK136751.

LOCAL TRADEMARKS, INC. ©

Cy Cology sez: Dress up your newspaper ads ... with these distinctive Cyclopedia spots. © 11Sep58; KK138461.

Fuel kids in kilts. © 24Nov58; KK139141.

Suggested opening ad supplied at no additional charge with series. Meet Cy Cology. © 18Sep58; KK137405.

LOCK, GILBERT R. ©

Letterhead w/statement of policy. Designed printing, advertising. © 15Nov58; KK139233.

LOCKE MANUFACTURING CO. ©

Custom railing order form. Appl. author: Edward J. Kusel. © 1Dec57; KK135836.

LOGAN CO. ©

Colonel Logan standard size ornamental iron price list. Bulletin 8A. © 1Jun58; KK138567.

Your entrance way is the face of your home; Colonel Logan porch, step and entrance railings. Form no.67. Appl. author: T. C. Dyer. © 31Oct58; KK138505.

LORILLARD (P.) CO. ©

What cigarette should I smoke? The answer: Old Gold's sensational new blend Old Gold Straights. (In The New York times, July 25, 1958, p.40) © 25Jul58; KK136335.

LOWE, HENRY VINCENT. ©

Our cards are on the table; if your phone is your fortune, dial yourself this pat hand. These four aces of P-B-X service make you a winner every call. © 24Nov58; KK139065.

There is an easier way; the P-B-X story. Operation telephone alert. Professional Business Xchange. NM: additions & revision. © 26Jul58; KK136080.

LOWE (JOE) CORP. ©

Mom, new Popsicle Sextet is 6 times wonderful. Orange. Fudgsicle Sextet [and other products] Appl. author: Richard H. Gross. © 8Apr58; KK136706.

LUGER INDUSTRIES, INC. ©

Assembly instructions for Luger runabouts; all models 41-7 and 16-7. Appl. author: R. J. Luger. © 15Jan58 (in notice: 1957); KK135620.

LUXOR LIGHTING PRODUCTS, INC. ©

Balanced light; bonus rated. Lamps: incandescent, fluorescent, arc-escant. © 15Sep58; KK137205.

LYKES, NORMAN R. ©

R-e-l-a-x while you read & save your eyes; the Bed 'n chair reader. © 28Jul58; KK136241.

LYON METAL PRODUCTS, INC. ©

What's new? New Lyon 60" office desk. No.900 [and 2 other styles] Appl. author: D. Kenneth Powelson. © 26Aug58; KK137497.

M

MCCARTHY CO. ©

Looking for a buyer for your house? Real estate. © 28May58; KK135355.

MCCORMICK & CO., INC. ©

Flavor-magic makes your turkey dressing and pumpkin pie twice as nice; use America's finest spices, McCormick-Schilling. (In Ladies' home journal, Nov. 1958, p.105) © 28Oct58; KK139048.

Most everybody's using America's no.1 pepper. McCormick and Schilling. (In Life, May 20, 1957, p.152) Appl. author: Lennen & Newell, Inc. © 16May57; KK135485.

Put flavor-magic into sweet treats for the happy holidays. McCormick-Schilling vanilla, food colors and spices. (In Everywoman's family circle magazine, Dec. 1958, p.2 of cover) © 20Nov58; KK139220.

Schilling celery salt. Net weight 3 1/4 ozs. © 16May58; KK135672.

Schilling garlic salt. Net weight 3 3/4 ozs. © 16May58; KK135676.

Schilling onion salt. Net weight 2 3/4 ozs. © 16May58; KK135674.

Schilling real Italian style spaghetti sauce mix with imported mushrooms. 1 1/2 ozs. net wt. © 16May58; KK135673.

Schilling savor salt. Net weight 3 1/4 ozs. © 16May58; KK135675.

Use these flavor-magic seasonings to make your cook-out meals doubly tasty. Black pepper, Season-All [and 4 other] seasonings. Schilling. (In Woman's day, June 1958, p.7) Appl. author: Lennen & Newell, Inc. © 20May58; KK135487.

MCGOWN (PEARL K.) INC. ©
Dear HooKraFtsman.
© 15Jun58; KK136802.
Dear HooKraFtsman.
© 15Sep58; KK138601.
Dear HooKraFtsman.
© 15Oct58; KK138602.
Dear HooKraFtsman.
© 15Nov58; KK139107.

MCGRAW-EDISON CO.

It makes the goldenest toast in the world; Powermatic lowers them away, toasts them perfectly. (In Life, Apr. 15, 1957, p.206) Appl. author: Frederick J. Wachter.
© Toastmaster Division, McGraw-Edison Co.; 15Apr57; KK135656.

Speed Queen scoops the automatic washer field with a ... Lint-E-Jector. © Speed Queen, a division of McGraw-Edison Co.; 8Dec58; KK139369.

Toastmaster does all your toasting jobs better, faster; take the Powermatic toaster shown above. (In Look, Apr. 16, 1957, p.118) Appl. author: Frederick J. Wachter.
© Toastmaster Division, McGraw-Edison Co.; 16Apr57; KK135655.

MCGUIRE, DOROTHY M. & CLARENCE J. DRUM d.b.a. DRUM RECORDING CO. SEE Drum Recording Co.

MCKAY, GEORGE W. ©

The Tune Up bar, a real wonder bar; eat a Tune Up bar daily. One month's supply. © 1Mar58; KK136593.

MCKESSON & ROBBINS, INC. ©

The chastened optimist. Lamplighter gin. (In The New York times, July 2, 1958, p.16) © 2Jul58; KK135839.

Did he say Martin's V.V.O. scotch? (In Daily news, New York, Sept. 24, 1958, p.59) © 24Sep58; KK137619.

I call it C & G. I call it Chapin & Gore. You'll call it the best tasting bourbon there is. Old Reserve. (In Chicago daily sun-times, Oct. 9, 1958, p.91) © 9Oct58; KK138339.

The search for the square martini glass; Lamplighter gin. (In The New York times, Sept. 25, 1958, p.25) © 25Sep58; KK137622.

The stickiest wicket; Lamplighter gin. (In The New York times, Sept. 8, 1958, p.19) © 8Sep58; KK137620.

The terrible revenge; Lamplighter gin. (In Chicago daily tribune, Sept. 15, 1958, pt.4, p.7) © 15Sep58; KK137621.

MACKLEM BAKING CO. ©

German black rye bread. 20 oz. or over. Appl. author: Richard T. Knight. © 10May58; KK139230.

MACLACHLAN, LTD. ©

Iona. The directors ... have pleasure in presenting their unique special reserve, 12 years old, blended Scotch whisky. 4/5 quart. Appl. author: John Gross. © 15Sep58; KK137400.

MCNEIL LABORATORIES, INC. ©

Announcing two important Paraflex products; new Parafon for relief of pain ... caused by muscle spasm, new Parafon with Prednisolone in arthritis. 21758. © 6Oct58; KK138038.

4 reasons why Paraflex is a superior skeletal muscle relaxant. 20258. © 23Sep58; KK138039.

When fever and aches have little Tyler corralled, Tylenol elixir drops, pediatric antipyretic-analgesic, gets him back on the trail. (In Journal of the American Medical Assn., Aug. 23, 1958, p.99) Appl. author: John W. Torrance, Jr. © 23Aug58; KK136858.

When temperatures skyrocket, send little Tyler's fever back toward normal with Tylenol elixir drops. (In Journal of the American Medical Assn., Oct. 18, 1958, p.65) Appl. author: John W. Torrance, Jr. © 18Oct58; KK138544.

MADSEN WORKS CONSTRUCTION EQUIPMENT DIVISION, BALDWIN-LIMA-HAMILTON CORP. SEE Baldwin-Lima-Hamilton Corp.

MAGIC MOLD, INC. ©

Change your appearance instantly; controlling Cadet health belt. (In New York Sunday news, July 20, 1958, p.85) © 20Jul58; KK135995.

Change your appearance instantly; over 301,000 men now wear Anatone health belt. (In New York mirror, Aug. 31, 1958, p.38) © 31Aug58; KK137435.

Take years and inches off your appearance; sensational G. I. health support. (G. I. health belt) (In New York mirror, July 13, 1958, p.36) © 13Jul58; KK135994.

MAGLA, INC. ©

Wisk n' wipe sponge cloth. Appl. author: Herbert Glatt. © 19Nov58; KK139073.

MAGNAFLO CO., INC. ©

Cold weather is sales weather for Lifetime-Charge. Lifetime-Charge, the only battery additive that's proved it really works. (In Automotive news, Nov. 17, 1958, p.10) Appl. author: Chester Hunt. © 17Nov58; KK138952.

Don't let sulphation and corrosion kill your battery; keep your battery power-packed with Lifetime Charge. Appl. author: Clayton M. Butler. NM: revision. © 5May58; KK138207. (See also Magnaflo Co., Inc.; This compound automatically helps keep your battery fully charged; 5May58; KK135861)

Is your battery being choked to death? Lifetime Charge. Appl. author: Webster B. Harpman. NM: revision & additions. © 25Nov58; KK139288.

Mr. Marine Dealer: Set this fast-selling, self-displaying dozen carton on your counter. Lifetime Charge, amazing chemical battery preservative and vitalizer. Appl. author: Robert J. McCallister. © 30Oct58; KK137609.

This compound automatically helps keep your battery fully charged; Lifetime Charge. Appl. author: Clayton M. Butler. NM: revision & additions. © 5May58; KK135861. (See also Magnaflo Co., Inc.; Don't let sulphation and corrosion kill your battery; 5May58; KK138207)

Winter-start insurance; Lifetime Charge. This card is your insurance against one battery breakdown in your car, winter 1958-'59. Appl. author: Chester Hunt. © 3Nov58; KK138677.

You start or we pay; only Lifetime Charge, the proven battery additive gives you winter-start insurance. Appl. author: Chester Hunt. © 3Nov58; KK138676.

MAGNETIC HOLDING DEVICES. ©

Designing a rotary magnetic pattern for greater holding power; Crow Foot rotary electro magnet. (Crow Foot magnets) © 1Apr58; KK135852.

MAIDEN FORM BRASSIERE CO., INC. ©

Here's why new Maidenform Twice-Over can make you over. (In Mademoiselle, Aug. 1958, p.151) Appl. author: Norman, Craig & Kummel, Inc. © 20Jul58; KK136749.

Here's why new Maidenform Twice-Over can make you over. (In Seventeen, Aug. 1958, p.26) Appl. author: Norman, Craig & Kummel, Inc. © 1Aug58; KK136840.

Here's why new Maidenform Twice Over can make you over. (In Springfield union news, Springfield, Mass., Aug. 20, 1958, p.10) Appl. author: Norman, Craig & Kummel, Inc. © 20Aug58; KK137226.

I dreamed I made sweet music in my new Maidenform bra; Sweet Music. (In Life, Oct. 27, 1958, p.19) Appl. author: Norman, Craig & Kummel, Inc. © 24Oct58; KK138782.

I dreamed I was made over in my Maidenform bra; new, new Twice-Over. (In Life, Sept. 22, 1958, p.48-49) Appl. author: Norman, Craig & Kummel, Inc. © 19Sep58; KK137906.

MAIL ADVERTISING SERVICE, INC. d.b.a. LITTER-BUG HEADQUARTERS. SEE Litter-Bug Headquarters.

MANGO WATCH STRAP CO., INC. ©

Clip-Fast new watchband; Topps. © 21Nov58; KK139356.

MANDABACH, MARTENS & SIMMS, INC. ©

Lift Slab news. Sept. 1958. © 23Sep58; KK139351.

MANHEIM MANUFACTURING & BELTING CO. ©

Variable speed belt. Appl. states prev. pub. KK134146 & KK133606. NM: revision. © 10Jun58; KK135443.

Variable speed belt. Distributor net prices. May 5, 1958. Sheet no.4111A, supercedes 4011A, 1-2-58. © 10Jun58; KK135444.

Veelos, the link V-belt; adjustable to any length for use on all drives. (In Conover-Mast purchasing directory, Oct. 1957, p.73) Appl. author: Van Sant, Dugdale & Co., Inc. © 10Oct57; KK135912.

MANPOWER, INC. ©

15 services that aid sales and advertising men to: hold down sales costs, increase sales activity, open up new profit-making opportunities. © 13Jun58; KK135669.
100 ways to cut material handling costs. M-246. © 13Jun58; KK135668.
100 ways to improve efficiency, save money in your office. G-227. © 13Jun58; KK135791.

MARATHON, division of AMERICAN CAN CO. SEE American Can Co.

MARIETTA METAL PRODUCTS CORP. ©

Gas heat; steel boiler-burner unit. Appl. author: John Hancock. © 25Jun58; KK135399.

Magic-Heat base radiation. Magic-Heat baseboard radiation features. Appl. author: John Hancock. © 17Jul58; KK135772.

Magic-Heat base radiation. Suggestions for installation. Appl. author: John Hancock. © 17Jul58; KK135773.

MARION ELECTRICAL INSTRUMENT CO. ©

Engineered to match today's finest electronic equipment. MM-5; MM-5 H1-F1 moving coil mechanism. (In Electronic week, June 9, 1958, p.4 of cover) Appl. author: Culver Advertising, Inc. © 9Jun58; KK135351.

MARKWELL MANUFACTURING CO., INC. ©

Presilladoras; presillas. Super-Obro; nuevas Markwell Pacemakers. Form X-F-2-S. © 14Jul58; KK135955.
Staplers; staples. Super-Obro; new Markwell Pacemakers. Form F-3. NM: revision & additions. © 14Jul58; KK135956.

- MARS, INC. ©**
How do we get the creamy caramel inside the thick milk chocolate? Marsettes ... made in Candyland by Mars. (In Life, Oct. 6, 1958, p.81) © 6Oct58; KK138024.
How do we get the creamy caramel inside the thick milk chocolate? Marsettes ... made in Candyland by Mars. (In Look, Oct. 14, 1958, p.69) © 14Oct58; KK137744.
Merry Christmas from Candyland, where we make Marsettes; creamy caramel by the chocolate cup-full new from Candyland by Mars. (In Life, Dec. 15, 1958, p.48) © 15Dec58; KK139474.
- MARVIC CO. ©**
Credit card. Our role is to keep you out of the hole with creative sales ideas. Appl. author: Marcel R. Pelletier. © 4Aug58; KK136931.
It's no secret. Appl. author: Irving V. Nissman. © 10Jul58; KK136987.
One of man's most popular vices; for the best ad-vice on creative sales ideas consult the Marvic Company. Appl. author: Irving V. Nissman. © 7Aug58; KK136932.
- MARV-O-LUS MANUFACTURING CO. ©**
Combination clothes and shelf wall rack. Instructions for hanging wall rack. Appl. author: Marvin Glassenberg. © 1Aug58; KK136766.
- MASON, THEODORE A. ©**
Tamsco sells warm winters and cool summers; all type aluminum combination doors & windows. (In Grace Parish herald, Oct. 1958, p.8) © 1Oct58; KK138176.
- MASSEY-HARRIS-FERGUSON, INC. ©**
Massey-Ferguson no.21 and 32 loaders, no.11 and 15 spreaders. The Massey-Ferguson system of mechanized farming. Form 110/258-100-1. Racine, Wis. (appl. states Can.) © 27Mar58; KK133311.
- MASTER MACHINE CORP. ©**
Driving range ball washer. Appl. author: Robert E. Davy. © 4Sep58; KK137045.
- MASTER METAL PRODUCTS, INC. ©**
Greater appeal than ever; style-pacing Masterware designs. Canette [and 4 other products] (In Premium buyers' guide, fall show issue 1958, p.13) © 1Sep58; KK137040.
Premium success accelerated by newly refined Masterware styles. Canette, Sanette [and 3 other products] (In Premium buyers' guide, June 1958, p.12) © 4Jun58; KK135551.
- MASTER PRODUCTS CO. ©**
It's time for Master's year end sale. 4-drawer suspension file [and other products] Appl. author: Barbara Ann Marquardt. © 7Nov58; KK138656.
Top quality mimeo and office supplies cost you less at Master's. Type-writer ribbons [and other items] Appl. author: Barbara Ann Marquardt. © 3Oct58; KK137775.
23rd anniversary sale; buy now at savings for the big fall season. Low cost four drawer suspension file [and other items] Appl. author: Barbara Ann Marquardt. © 11Jul58; KK136488.
- MASTERPIECE RINGS. ©**
AA1 interlocking diamond rings. 4589D3750 [and other] rings. Appl. author: Hyman A. Massover. © 1Jul58; KK136747.
- MASURY (JOHN W.) & SON, INC. ©**
Svenska one coat white church paint. 1 gallon U. S. standard. © 10Nov58; KK139196.
- MEAD'S BAKERY, INC. ©**
That's what ah said. Words and music by Bill Mack. Fine enriched bread. Appl. author: Carolyn Crawford. © 13Sep57; KK136037.
- MEETER BROS. & CO. ©**
Sweet Kraut. Contents 14 oz. avoird. Appl. author: Calvert Lithographing Co. © 3Sep58; KK137633.
- MEIER (JOSHUA) CO., INC. ©**
VPD sheet-protectors for 3-ring binders with extra reinforcing strip. No.YPS-11. Appl. author: Joshua Meier. © 1Aug58; KK137779.
- MENNEN CO. ©**
To every lady-in-waiting; you will have an easier time than other mothers before you. Baby Magic, powder, oil. © 31Jan57; KK135665.
- MERCANTILE NATIONAL BANK OF CHICAGO. ©**
Loans? Building? Remodeling? Buying car? See us for a helping hand. (In Chicago daily news, July 10, 1958) Appl. author: Hanson & Stevens, Inc. © 10Jul58; KK135937.
Most everyone can use our personalized trust service; see us first for helping hand service. (In Chicago daily tribune, July 15, 1958, p.9) Appl. author: Hanson & Stevens, Inc. © 15Jul58; KK136199.
See us for a helping hand. Loans, trusts, handi-checks, savings. (In Chicago daily tribune, July 7, 1958, p.10) Appl. author: Hanson & Stevens, Inc. © 7Jul58; KK135705.
- MERCHANT & EVANS CO. ©**
For permanent labeling, just twist on Alumtags. © 22Sep58; KK138541.
- MERCK & CO., INC. ©**
Announcing a new order of magnitude in corticosteroid therapy; Decadron. (In Modern medicine, Nov. 1, 1958, insert between p.184-185) Appl. author: Doherty, Clifford, Steers & Shenfield, Inc. © 1Nov58; KK138779.
Easy no-failure way to freeze fresh fruits; Fruit-Freeze. (In What's new in home economics, May 1957, p.5) © 1Apr57; KK137656.
More meat is in the bag when NiCarb is on the tag; America's no.1 coccidiostat. (In Broiler growing, Jan. 1957, p.7) © 24Dec56; KK137662.
- MERMAID POOL EQUIPMENT DIVISION, BOARDMAN CO. SEE Boardman Co.**
- MERRILL LYNCH, PIERCE, FENNER & SMITH. ©**
What everybody ought to know about this stock and bond business. Appl. author: La Rue Applegate. NM: revision. © 1Jul58; KK136338.
- MERRIMAN (G. & C.) CO. ©**
How to help your teen-agers start the school year right. Insist on Merriam-Webster; Webster's new collegiate dictionary. (In Life, Sept. 8, 1958, p.90) © 3Sep58; KK137151.
- MERTZ, HAROLD E., general partner, PUBLISHERS CLEARING HOUSE. SEE Publishers Clearing House.**
- MESSINA MANUFACTURING CO. ©**
Slenda-Bord; healthy exercise for everyone. Appl. author: Charley G. Messina. © 11Dec58; KK139472.
- MEYER (FRANK C.) CO., INC. ©**
Footwear of distinction. © 2Jun52; KK136919.
- MICHIGAN CARTON CO. ©**
A & P fresh Sunnybrook eggs; grade A. (Eggs and ham) Des. no.E801. One dozen eggs. © Independent Carton Co., division of Michigan Carton Co.; 1Nov58; KK139074.
Kroger, live better for less, U. S. grade A, large size; eggs. (Eggs and straw) Des. no.E800. One dozen. © Independent Carton Co., division of Michigan Carton Co.; 1Nov58; KK139075.
Sullivan ice cream; chocolate. Des. 101. Half gallon liquid. © 30Dec57; KK139055.
Sullivan ice cream; chocolate swirl. Des. 105. Half gallon liquid. © 30Dec57; KK139058.
Sullivan ice cream. Des. 103. Half gallon liquid. © 30Dec57; KK139057.
Sullivan ice cream; strawberry. Des. 102. Half gallon liquid. © 30Dec57; KK139056.
Sullivan ice cream; vanilla. Des. 100. Half gallon liquid. © 30Dec57; KK139054.
- MIDAS, INC. ©**
Is your car safe for closed window driving? Make sure, install a safe, silent Midas muffler. © 6Dec57; KK137538.
Make sure your car is safe for closed-window driving; install a safe silent Midas muffler. © 12Nov57; KK137537.
Save money, save time at your exclusive auto exhaust system center; mufflers installed free; 15 minute service. © 28May57; KK137535.
Takes only 15 minutes; mufflers installed free. (Telephone directory artwork) © 16Oct57; KK137536.
- MIDLAND COOPERATIVES, INC. ©**
Annual Midland tire circus sale. (In Winona daily news, June 20, 1958, p.7) Appl. author: William F. Eisner. © 20Jun58; KK135433.
Can I use a regular gasoline all winter? Yes, if it's Midland 500. (In The Milwaukee journal, Oct. 19, 1958, pt.4, p.12) Appl. author: William F. Eisner. © 19Oct58; KK138572.
Comfort; your family will know the meaning of heating comfort with Midland Infra-Heat fuel oil. (In Wisconsin agriculturist & farmer, Sept. 6, 1958, p.13) Appl. author: William F. Eisner. © 6Sep58; KK137202.
Dad, what do you look for in a motor oil, quality or savings? Midco and Premco. (In Wisconsin agriculturist & farmer, July 19, 1958, p.9) Appl. author: William F. Eisner. © 19Jul58; KK136267.
How high can you push yields on your farm? Stop in ... and take advantage of all their soil management services and products. Minnesota. (In The Farmer, Sept. 20, 1958) Appl. author: William F. Eisner. © 20Sep58; KK137268.
How high can you push yields on your farm? Stop in ... and take advantage of all their soil management services and products. Wisconsin. (In Wisconsin agriculturist & farmer, Sept. 20, 1958, p.60) Appl. author: William F. Eisner. © 20Sep58; KK137271.
I saw it proved. 500 gasoline. [Endorsed by] Francis Birschbach. (In Wisconsin agriculturist & farmer, Sept. 20, 1958, p.29) Appl. author: William F. Eisner. © 20Sep58; KK137270.

- I saw it proved. 500 gasoline. [Endorsed by] Victor E. Dahlke. (In The Farmer, Sept. 20, 1958, p.31) Appl. author: William F. Eisner. © 20Sep58; KK137269.
- New low price Midland permanent anti-freeze; protect your car with these Midland winterize specials. Country Squire passenger snow tire [and 3 other products] (In Winona daily news, Oct. 10, 1958, p.79) Appl. author: William F. Eisner. © 10Oct58; KK138571.
- Once-a-year sale. Country Squire mud and snow tires [and 19 other items] (In Wisconsin agriculturist & farmer, Nov. 1, 1958, p.47) Appl. author: William F. Eisner. © 1Nov58; KK139069.
- Want a butterfat average well over 400 lbs? Make the Midland cooperative your headquarters for complete feed service. (In Wisconsin agriculturist, Oct. 18, 1958, p.41) Appl. author: William F. Eisner. © 18Oct58; KK138570.
- MIERS, EARL SCHENCK.**
For works of which Earl Schenck Miers is the joint author SEE Kingsport Press, Inc.
- MILLAR, HOWARD A.**
Star of Arkansas. Millar's Crater of Diamonds, Murfreesboro, Arkansas. © Mr. & Mrs. Howard A. Millar; 27Feb58; KK136501.
- MILLAR, MRS. HOWARD A.**
Star of Arkansas. SEE Millar, Howard A.
- MILLER, DON.**
Green Gems, central California limes. Appl. author: Cliff Davis. © Don Miller & Kendall Miller; 17Jul58; KK137624.
- MILLER, GEORGE A. d.b.a. SCIENCE PRODUCTS CO.** SEE Science Products Co.
- MILLER, KENDALL.**
Green Gems, central California limes. SEE Miller, Don.
- MILLER PRINT. MACHINERY CO. ©**
The overworked golf club. Pre-marked score card relieves player of marking score. (Golf score card) © 30Jul58; KK136595.
Play for the green; if you're not getting par out of your present equipment ... investigate Miller. © 22Jul58; KK136697.
- MILTON MANUFACTURING CO., INC. ©**
No.817 hose Y. Form no.498. Appl. author: Milton Goldish. © 31Oct58; KK138969.
- Pencil type low pressure gage. No.917. Form 946. Appl. author: Milton Goldish. © 31Oct58; KK138970.
- Pencil type low pressure gages. No.917. Form no.942. 10. Appl. author: Milton Goldish. © 31Oct58; KK138971.
- Pencil type passenger car tire gage. No.921. Form 949. Appl. author: Milton Goldish. © 31Oct58; KK138968.
- Pencil type passenger car tire gages. No.921. Form no.945. 10. Appl. author: Milton Goldish. © 31Oct58; KK138967.
- Pencil type tractor tire gage for air/water filled tires. No.928. Form 948. Appl. author: Milton Goldish. © 31Oct58; KK138972.
- Pencil type tractor tire gages; air/water. No.928. Form no.944. 10. Appl. author: Milton Goldish. © 31Oct58; KK138974.
- Pencil type truck tire gage. No.925. Form 947. Appl. author: Milton Goldish. © 31Oct58; KK138973.
- Pencil type truck tire gages. No.925. Form no.943. 10. Appl. author: Milton Goldish. © 31Oct58; KK138975.
- The signal to sales. No.805 drive-way signal [and 3 other products] Form no.205. Appl. author: Milton I. Goldish. © 2Jun58; KK136717.
- Wherever air is used, Milton Kwik-Change couplers guaranteed airtight. Our no.707 [and 17 other] couplers. Appl. author: Milton I. Goldish. © 1May58; KK136065.
- MILWAUKEE CRANE, division of INDUSTRIAL ENTERPRISES, INC.** SEE Industrial Enterprises, Inc.
- MINI-AID.**
Mini-Aid, miniature first-aid and emergency kit. © Frank J. Osterhoudt d.b.a. Mini-Aid; 9Aug58; KK136939.
- MINNEAPOLIS HOUSE FURNISHING CO. ©**
Prosperity sale. Aluminum folding lawn chair [and other items] (In Minneapolis star, June 24, 1958, p.22) © 24Jun58; KK136844.
- MINNEAPOLIS STAR & TRIBUNE CO. ©**
What makes a newspaper great? Most Americans complete their formal education at age 17 or 18. (In Editor & publisher, June 21, 1958, p.3) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 21Jun58; KK136875.
- What makes a newspaper great? When evangelist Billy Graham and Minneapolis star reporter Bill Thorkelson get together, the talk is ... religion's role in the modern world. (In Sales management, Feb. 21, 1958, p.105) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 21Feb58; KK136206.
- MINNESOTA MINING & MANUFACTURING CO. ©**
Bright ideas to spark your Christmas business. Here's a bright three-some ... Sasheen, Decorette and Lacelon brand ribbons. (In Spirit, Oct. 1958, p.5) © 3M Co. a.k.a. Minnesota Mining & Manufacturing Co. (in notice: 3M Co.); 10Oct58; KK137850.
- Can you tie this? You certainly can with airy Decorette, the ribbon that makes the Magic Bow. Sasheen ribbon; Magic Bow ribbon. (In Vogue, May 1958, p.206) © 1May58; KK136271.
- Can you tie this? You certainly can with lovely Sasheen, the ribbon that makes the Magic Bow. Decorette ribbon; Magic Bow ribbon. (In Ladies' home journal, May 1958, p.150) © 27Apr58; KK136270.
- Do not open 'til Christmas unless, unless you'd like to make Christmas sales pop. Sasheen brand ribbons 'n' wraps. Sasheen gift wraps gondola FS-9 [and 4 other displays] (In Chain store age, June 1958, between p.82-83) © 30May58; KK136272.
- For apparel, Scotchgard brand stain repeller. © 3M Co. a.k.a. Minnesota Mining & Manufacturing Co. (in notice: 3M Co.); 18Feb57; KK137190.
- For Christmas '58 in-store gift wrapping, ribbons 'n' wraps by Sasheen. (In Department store economist, Aug. 1958, p.33-36) © 3M Co. a.k.a. Minnesota Mining & Manufacturing Co. (in notice: 3M Co.); 31Jul58; KK137193.
- For Christmas 1958, ribbons 'n' wraps by Sasheen; sell more ... Magic Bow ribbons, Sasheen and Decorette. (In Department store economist, June 1958, p.17-20) © 31May58; KK136273.
- For suede leather, Scotchgard brand leather protector. © 3M Co. a.k.a. Minnesota Mining & Manufacturing Co. (in notice: 3M Co.); 21Jun57; KK137191.
- For upholstery, Scotchgard brand stain repeller. © 3M Co. a.k.a. Minnesota Mining & Manufacturing Co. (in notice: 3M Co.); 22Feb57; KK137194.
- Lower prices: new tape. Now save ... on these three super-strong Scotch brand magnetic tapes; it's Scotch brand 200 tensilized double-length tape. (In High fidelity magazine, Apr. 1958, p.50-51) © 3M Co. a.k.a. Minnesota Mining & Manufacturing Co. (in notice: 3M Co.); 1Apr58; KK137579.
- Now, 4 Sal Mineo hits only 50¢ with the plaid tab from Scotch cellophane tape. (In Motion picture, Aug. 1958, p.2 of cover) © 3Jul58; KK135806.
- Presenting the all new Decorette; fashion firsts in ribbon for florists. Lacelon; Sasheen. (In Florists' telegraph delivery news, July 1958, p.7) © 1Jul58; KK136274.
- Scotchgard brand stain repeller for the spotless look. © 3M Co. a.k.a. Minnesota Mining & Manufacturing Co. (in notice: 3M Co.); 3Jan57; KK137192.
- The spotless look, exclusively with Scotchgard brand stain repeller. © 3M Co. a.k.a. Minnesota Mining & Manufacturing Co. (in notice: 3M Co.); 29Oct57; KK137195.
- This is Christmas magic '58. Scotch brand tapes; Sasheen brand ribbons & wraps. (In Drug topics, Sept. 1, 1958, p.48-65) © 1Sep58; KK138116.
- 3M-matic taping and dispensing method speeds production; protects 80-ft. of steel a minute. Scotch brand. (In Business week, Apr. 19, 1958, p.50-51) © 19Apr58; KK135805.
- Which Scotch brand tape do you need today? Cellophane tape; 33 plastic tape; plastic tape. (In Better homes & gardens, Oct. 1958, p.17) © 3M Co. a.k.a. Minnesota Mining & Manufacturing Co. (in notice: 3M Co.); 18Sep58; KK137580.
- Which Scotch brand tape do you need today? Freezer tape; 33 plastic electrical tape; cellophane tape. (In The American home, Aug. 1958, p.22) © 3M Co. a.k.a. Minnesota Mining & Manufacturing Co. (in notice: 3M Co.); 22Jul58; KK137581.
- Wrap poultry or meat for freezing with paper molded closely to shape. Seal dependably with Scotch brand freezer tape. (Home freezer tip no.47) (In Farm journal, Aug. 1958, p.62) © 3M Co. a.k.a. Minnesota Mining & Manufacturing Co. (in notice: 3M Co.); 19Jul58; KK137577.
- Wrap splices in electrical wires neatly, safely with Scotch brand 33 plastic electrical tape. (Home repair tip no.48) (In Popular mechanics magazine, Aug. 1958, p.204) © 3M Co. a.k.a. Minnesota Mining & Manufacturing Co. (in notice: 3M Co.); 1Aug58; KK137578.
- Wrap worn appliance cords with tough Scotch 33 brand plastic electrical tape. (Home repair tip no.46) (In Farm journal, June 1958, p.86) © 3M Co. a.k.a. Minnesota Mining & Manufacturing Co. (in notice: 3M Co.); 24May58; KK137576.
- MIRACLE-SAGE CORP. ©**
Slimette magic cylinder; for the magic of deep massage. © 6Aug58; KK136708.

MI-SHIN, INC. ©

Ivy Caps; for preventive treatment of ivy, oak and sumac poisoning. 100 capsules. Appl. author: William F. Mitchell. © 6Aug58; KK139465.

MODERN AIDS, INC. ©

Now, a delightful way to reduce tummy, hips, waist, thighs; take off ... with Slim-Flex home slenderizing program. © 8Sep58; KK137483.

Now, a slenderizing, relaxing program right in your own home the Vibra Slim salon-type way. Deluxe model DL-3. (In Sunday news, Sept. 21, 1958, p.36) © 21Sep58; KK137320.

Now, your own slenderizing program for hips, thighs; the Vibra-Slim home salon way. Deluxe model DL-3. (In The Paducah sun-democrat) © 5Aug58; KK136249.

You'll play, work, sleep better in clean, purified air; the amazing new Sunflo flowing air purifier. Model SF-2. © 1Dec58; KK139492.

MODERN DIESEL POWER CO. ©

Challenger. Appl. author: Albert O. Hawver. © 28May58; KK134759.

MOLDED FIBER GLASS COMPANIES. ©

There is no substitute for experience. (In Fortune, Sept. 1958, p.214) Appl. author: Carpenter Advertising Co. © 26Aug58; KK137041.

MONART, INC. ©

Color 3 dimension stereo originals. Dot Kuroly & 39 other models. NM: additions. © 15Jul58; KK136445.

MOORE, FREDRICKA.

Drum assembly in ten easy steps. © Fredricka Moore & John Satterstrom; 7Jul58; KK136786.

MOORE, JAY & JOHN RIDLEY LEWIS, composing the partnership QUALITY-CRAFT PRODUCTS. SEE Quality-Craft Products.

MOORES (H. C.) CO. ©

Save 20¢ on your favorite coffee and discover new instant Pream, delicious coffee creamer. (In Better homes & gardens, June 1957, p.43) Appl. author: Benton & Bowles, Inc. © 25May57; KK138880.

MORAN SHOE CO. ©

Super deluxe Wee Walker shoes; more mothers buy Wee Walkers than any other brand. © 28Apr58; KK135557.

Wee Walker shoes; more mothers buy Wee Walkers than any other brand. © 28Apr58; KK135558.

MORGAN, JOHN P. ©

Becky Joy doily-doll kit; make them yourself. Kit no.7. Contents: 1 7 1/2-in. moving eye doll. © 23Jul58; KK137224.

Instructions for making Becky Joy doily doll. Actual photograph of completed doily doll. © John P. Morgan (in notice: John J. Morgan); 23Jul58; KK137225.

MORGAN ADVERTISING CO. ©

It seems to me. Appl. author: John C. Morgan. © 17May58; KK135659.

MORGAN ENTERPRISES, INC. ©

Fabulous values in our tremendous 88c sale. Set of six genuine Cannon Mills dish towels [and other items] Appl. author: Morgan Enterprises, Inc., employer for hire of Charles E. Morgan. © 18Jul58; KK135940.

IGA profit sharing plan; hundreds of wonderful gifts for every member of your family and for your home, absolutely free. Appl. author: Morgan Enterprises, Inc., employer for hire of Charles E. Morgan. © 1Jul58; KK137296.

Tremendous savings in our gigantic 88c sale. Rockingham pottery tea pot [and other items] Appl. author: Morgan Enterprises, Inc., employer for hire of Charles E. Morgan. © 18Jul58; KK135939.

We appreciate your patronage and give you these lovely premiums as a discount on your purchases at our store. Imported wicker waste basket [and other items] (Illustrated premium circular) Appl. author: Morgan Enterprises, Inc., employer for hire of Charles E. Morgan. © 18Jul58; KK135938.

MORRELL (JOHN) & CO. ©

Free, 6 cans of Red Heart; buy 6, you get 6 free. Dog food. (In The Chicago tribune, Sept. 28, 1958, comics, p.10) Appl. author: Campbell-Mithun, Inc. © John Morrell & Co., Red Heart Division; 28Sep58; KK138026.

100% sliceable; 100% wonderful. For deluxe flavor, Morrell canned ham. Morrell Pride picnic. (In Today's living (New York herald tribune), May 25, 1958, p.11) Appl. author: Campbell-Mithun, Inc. © John Morrell & Co., General Offices; 25May58; KK135646.

Red Heart cat food. 8 ounces net. © 14Oct58; KK139286.

Red Heart dog food; beef flavor. One lb. net wt. © 14Oct58; KK139285.

Red Heart has red beef protein in all 3 flavors; dog food. Red Heart offers Reddy; get this giant stuffed dog. (In Woman's day, Nov. 1958, p.83) Appl. author: Campbell-Mithun, Inc. © John Morrell & Co., Red Heart Division; 15Oct58; KK139029.

Red Heart with red beef protein in all 3 flavors offers Reddy; get this giant stuffed dog. Dog food. (In Woman's day, Oct. 1958, p.91) Appl. author: Campbell-Mithun, Inc. © Red Heart Division, John Morrell & Co.; 15Sep58; KK137364.

MORRIS, EDWARD A. d.b.a. MORRIS SHEET METAL WORKS. SEE Morris Sheet Metal Works.

MORRIS (PHILIP) INC. ©

Mayfield filter cigarettes; light menthol-mint. © 21Jul58; KK135822.

Philip Morris, no filter, no foolin', presents Duke Handy. [Man sitting in station wagon] (In Philadelphia inquirer, Aug. 17, 1958, comics) Appl. author: N. W. Ayer & Son, Inc. © 16Aug58; KK137823.

Philip Morris, the cigarette with a man's kind of mildness, presents Duke Handy. [Crippled boy sitting on porch] (In Philadelphia inquirer, Sept. 7, 1958, comics) Appl. author: N. W. Ayer & Son, Inc. © 6Sep58; KK137826.

Philip Morris, the cigarette with a man's kind of mildness, presents Duke Handy. [Girl entering garage with packages where two men are sitting] (In Philadelphia inquirer, Aug. 3, 1958, comics) Appl. author: N. W. Ayer & Son, Inc. © 2Aug58; KK137821.

Philip Morris, the cigarette with a man's kind of mildness, presents Duke Handy. [Girl offering glass to crippled boy on porch] (In Philadelphia inquirer, Sept. 14, 1958, comics) Appl. author: N. W. Ayer & Son, Inc. © 13Sep58; KK137827.

Philip Morris, the cigarette with a man's kind of mildness, presents Duke Handy. [Man holding gun on group of people] (In New York Sunday news, June 29, 1958, comics) Appl. author: N. W. Ayer & Son, Inc. © 28Jun58; KK137414.

Philip Morris, the cigarette with a man's kind of mildness, presents Duke Handy. [Man holding gun on man & woman] (In New York Sunday news, June 22, 1958, comics) Appl. author: N. W. Ayer & Son, Inc. © 21Jun58; KK137417.

Philip Morris, the cigarette with a man's kind of mildness, presents Duke Handy. [Man holding hand over mouthpiece of phone] (In Philadelphia inquirer, Aug. 10, 1958, comics) Appl. author: N. W. Ayer & Son, Inc. © 9Aug58; KK137822.

Philip Morris, the cigarette with a man's kind of mildness, presents Duke Handy. [Man lying in front of car] (In Philadelphia inquirer, Aug. 31, 1958, comics) Appl. author: N. W. Ayer & Son, Inc. © 30Aug58; KK137824.

Philip Morris, the cigarette with a man's kind of mildness, presents Duke Handy. [Man reading newspaper; girl holding coat] (In New York Sunday news, June 1, 1958, comics) Appl. author: N. W. Ayer & Son, Inc. © 31May58; KK137413.

Philip Morris, the cigarette with a man's kind of mildness, presents Duke Handy. [Man showing gun to group sitting on beach] (In Philadelphia inquirer, July 13, 1958, comics) Appl. author: N. W. Ayer & Son, Inc. © 12Jul58; KK138125.

Philip Morris, the cigarette with a man's kind of mildness, presents Duke Handy. [Man standing under street light across from] garage. (In New York Sunday news, June 15, 1958, comics) Appl. author: N. W. Ayer & Son, Inc. © 14Jun58; KK137416.

Philip Morris, the cigarette with a man's kind of mildness, presents Duke Handy. [Man watching man arranging tool chest] (In New York Sunday news, June 8, 1958, comics) Appl. author: N. W. Ayer & Son, Inc. © 7Jun58; KK137415.

Philip Morris, the cigarette with a man's kind of mildness, presents Duke Handy. [Police station] (In Philadelphia inquirer, Aug. 24, 1958, comics) Appl. author: N. W. Ayer & Son, Inc. © 23Aug58; KK137825.

Philip Morris, the cigarette with a man's kind of mildness, presents Duke Handy. [Street scene] (In Philadelphia inquirer, July 27, 1958, comics) Appl. author: N. W. Ayer & Son, Inc. © 26Jul58; KK138127.

Philip Morris, the cigarette with a man's kind of mildness, presents Duke Handy. [Two men examining dented fender] (In Philadelphia inquirer, July 20, 1958, comics) Appl. author: N. W. Ayer & Son, Inc. © 19Jul58; KK138126.

Philip Morris, the cigarette with a man's kind of mildness, presents Duke Handy. [Two men stopping work on car motor] (In New York Sunday news, July 6, 1958, comics) Appl. author: N. W. Ayer & Son, Inc. © 5Jul58; KK138124.

MORRIS SHEET METAL WORKS.

Home Range trap & target, for target practice at home with BB or pellet guns; fun for everyone. Stock no.HR-1. © Edward A. Morris d.b.a. Morris Sheet Metal Works; 13Jun58; KK136195.

MORTRUDE, WILLIAM EDWIN. ©
The game of Mr. Space Traveler,
America's every-family game.
© 4Aug58; KK136242.

MOSSTYPE CORP. ©
How to prepare copy for flexographic
printing with rubber plates.
© 1Dec58; KK139606.

MOTHER'S FOOD PRODUCTS, INC. ©
Mother's margarine; pareve, kosher,
④ 4 yellow quarters. One lb.
net wt. © 3Nov58; KK139111.

MOTLOW (LEM) INC., prop. JACK DANIEL
DISTILLERY. SEE Daniel (Jack)
Distillery.

MOULDED PRODUCTS, INC. ©
From the land of ski blue waters.
Minnetonka water skis, Starline
series [and other products]
© 8Apr58 (in notice: 1957);
KK136800.

MOVIE STAMPS, INC. ©
Movie star stamp; MSS. © 15Oct58;
KK138378.

MUELLER (C. F.) CO. ©
Extra thin spaghetti; Vermicelli.
1 lb. net. © 30Sep58; KK138953.

MULTI-STRETCHED FILMS, INC. ©
Cut packaging costs with Mult-O-Pax;
the perfect transparent film for
packaging. © 21May58; KK135733.

MURPHY, THOMAS F. d.b.a. HOMEMAKER'S
HELPER PUBLICATIONS. SEE Home-
maker's Helper Publications.

MUSTANG DIVISION, REBUILDERS, INC.
SEE Rebuilders, Inc.

MYRES, DALE. ©
Announcing Dale Myres' lightning
draw; the fastest gun rig alive.
Carved as shown: no. 9 lightning
outfit [and other items]
© 9Jul58; KK137088.

N

N. J. THERMEX CO., INC. ©
Therm-X-Red immersion heaters;
featuring Neo-Tite and Vapo-Vent.
Model Q [and other] heaters.
Appl. author: Michael J. Rapsis.
© 3Nov58; KK138512.

NRC EQUIPMENT CORP. ©
Crystal growing furnace. Model 2801.
© 1Dec58; KK139406.
Leak detector, model 4902.
© 17Sep58; KK137263.
Model 521 thermocouple gauge;
model 721 thermocouple gauge con-
trol. Vacuum gauges. © 11Aug58;
KK136418.

NAPIER CO.
Tiny Tots feeding set; natural swing
of arm and angled spoon and fork
make it easy for a child. Appl.
author: F. W. Rettenmeyer.
© Napier (accepted alternative
designation of Napier Co.);
8Sep58; KK137034.

NATIONAL ADVERTISING CO. ©
Butler steel buildings. Baner Co.
Appl. author: Ivan Koelch.
© 14May58; KK139355.
Chicken, always good. Valley Feed &
Supply, Petersburg. Appl. author:
Ivan Koelch. © 25Feb58; KK138217.
Coleman Heating Co., Oswego.
Appl. author: Ivan Koelch.
© 19Mar58; KK138220.
Drink milk for health. Courtesy of
J. S. Pickle & Son. Appl. author:
Ivan Koelch. © 25Feb58; KK138216.
Dutch Boy paints for every use.
Waynesville Lumber Co. Appl.
author: Ivan Koelch. © 14Feb58;
KK138208.

Eat eggs for health. Valley Feed &
Supply, Petersburg. Appl. author:
Ivan Koelch. © 25Feb58; KK138215.

Eat meat for health. Courtesy of
J. S. Pickle & Son. Appl. author:
Ivan Koelch. © 25Feb58; KK138218.

Eat turkey year-round. Valley Feed
& Supply, Petersburg. Appl. au-
thor: Ivan Koelch. © 25Feb58;
KK138214.

Fisher's rye flour; superseal handy-
pak. Appl. author: Ivan Koelch.
© 21Feb58; KK138222.

Fisher's wheat germ; superseal handy-
pak. Appl. author: Ivan Koelch.
© 21Feb58; KK138211.

Fisher's whole wheat flour; super-
seal handypak. Appl. author:
Ivan Koelch. © 14Mar58;
KK138212.

For non-drinkers only: maximum
security at minimum cost.
Dixie Auto Insurance Co.
Appl. author: Ivan Koelch.
© 24Feb58; KK138209.

Get more from your land with Elephant
brand high analysis fertilizer.
Cominco. Appl. author: Ivan
Koelch. © 3Mar58 (in notice: 1957);
KK138210.

Homelite chain saws. Columbiana
Service Station. Appl. author:
Ivan Koelch. © 15Jan58;
KK138221.

Magnolia. Merritt Island trailer
sales. Lou & Marlin Summers.
Appl. author: Ivan Koelch.
© 11Feb58; KK138219.

Member: Congress of Motor Hotels,
the Diners' Club. The Motel Inn.
Appl. author: Ivan Koelch.
© 23Mar58; KK138223.

Need help? Look in the yellow
pages. Appl. author: Ivan
Koelch. © 12Feb58; KK138213.

O'Keefe old Vienna beer, in the
U. S. A. and Canada. Appl. au-
thor: Ivan Koelch. © 18Mar58;
KK138224.

Olds. Culver Motor Co.
Appl. author: Ivan Koelch.
© 14May58; KK139354.

NATIONAL AIRLINES, INC. ©
National Airlines proudly announces
America's first domestic jet
flights, starting December 10th.
Miami-New York, 135 minutes. (In
The Miami herald, Nov. 3, 1958,
p.27-A) Appl. author: Henry A.
Mattoon. © 3Nov58; KK138513.

Only National ... commutes you to
New York in 135 minutes by jet.
(In The Miami herald, Miami, Fla.,
Nov. 17, 1958, p.3-B) Appl. au-
thor: Michael Spano. © 17Nov58;
KK138890.

NATIONAL ASSN. OF CEMETERIES.
Ours is a pre-development program as
used by modern cemeteries.
© National Assn. of Cemeteries,
formerly National Cemetery Assn.
(in notice: National Cemetery
Assn.); 21Jan57; KK139507.

The right way; face this issue to-
gether. NM: addition & revision.
© National Assn. of Cemeteries,
formerly National Cemetery Assn.;
29Jan58; KK139506.

The right way to face this issue is
together. © National Assn. of
Cemeteries, formerly National
Cemetery Assn.; 29Jan58; KK139509.

The wrong way; it is always a matter
of necessity. NM: picture.
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29Jan58; KK139510.

The wrong way; it is never a matter
of choice. NM: picture.
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29Jan58; KK139508.

NATIONAL CEMETERY ASSN. SEE National
Assn. of Cemeteries.

NATIONAL CEMETERY SALES SERVICE. ©
Interment direction and informational
double purpose sign; the latest
sign features embodied in Direc-To.
Appl. author: John D. McCrory.
© 15Oct58; KK138934.

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Announcing a unique opportunity to
... support a nationally recognized
campaign; complete kits of display
material may be reserved. (Retail
promotion campaign to stimulate do-
nations to local Community Chests &
United Funds) (In Chain store age,
grocery ed., Apr. 1957, p.193)
Appl. author: J. T. Walker.
© 1Apr57; KK136169.

NATIONAL DAIRY PRODUCTS CORP. ©
Red raspberry royale. Sealtest ice
cream. One half gallon liquid.
Appl. author: Raymond Loewy Associ-
ates. © 10Oct58; KK138382.

Sealtest ice cream; butter almond.
One pint liquid. Appl. author:
Raymond Loewy & Associates.
© 20Aug58; KK137131.

Sealtest ice cream; cherry vanilla.
One half gallon liquid. Appl.
author: Raymond Loewy & Associates.
© 20Aug58; KK137530.

Sealtest ice cream; chocolate.
One pint liquid. Appl. author:
Raymond Loewy & Associates.
© 20Aug58; KK137901.

Sealtest ice cream; van-choc-straw.
One half gallon liquid. Appl.
author: Raymond Loewy & Associates.
© 1Jul58; KK135948.

Sealtest ice cream; vanilla fudge
royale. One pint liquid.
Appl. author: Raymond Loewy &
Associates. © 20Aug58; KK136864.

NATIONAL DISTILLERS & CHEMICAL CORP.
d.b.a. NATIONAL DISTILLERS PRODUCTS
CO. SEE National Distillers Products
Co.

NATIONAL DISTILLERS PRODUCTS CO.
What is a Bourbonite? Bellows Club
bourbon. (In Attleboro sun,
Attleboro, Mass., Nov. 3, 1958,
p.18) © National Distillers &
Chemical Corp. d.b.a. National Dis-
tillers Products Co.; 3Nov58;
KK139095.

NATIONAL TRAINING SERVICE, INC. ©
Su futuro esta en sus manos.
© 16Oct58; KK139130.

NATIONAL TUBE DIVISION, UNITED STATES
STEEL CORP. SEE United States Steel
Corp.

NATIONAL WELDING EQUIPMENT CO. ©
New and unique; regulators for many
special applications. Appl. au-
thor: Ernest Ludwig Mathy.
© 15May58; KK135610.

NATIONAL WINES, INC. ©
L'Koved kosher, 100% pure, New York
State Concord grape wine. Appl.
author: Quality Fruit Wines Corp.
© 20Oct58; KK138255.

NAUTALLOY PRODUCTS, INC. ©
Vendo 39 conversion kit.
© 23Jun58; KK137917.
Vendo 39 conversion showing window
operating mechanism. © 23Jun58;
KK137916.

NEIMAN-MARCUS. ©
An announcement of great importance
concerning an exceptional offering
of custom made Canadian wild mink
jackets. (In The Houston post,
Mar. 30, 1958, pt.5; p.2)
© 30Mar58; KK136893.

NEIMAN-MARCUS. Cont'd.

Blouson mink, the newest fur cape. (In The Dallas morning news, July 11, 1958, pt.4, p.3) © 11Jul58; KK136911.

Contemporary mink; the blouson, the newest fur cape. (In The Houston post, July 30, 1958, pt.2, p.3) © 30Jul58; KK136910.

Don't you love it? N-M mink stoles ... in ranch, sapphire, even royal pastel mink. (In The Dallas morning news, July 17, 1958, section 4, p.3) © 17Jul58; KK136826.

Every woman knows the flattery of a veil; and the flattery of fur. (In The Houston post, Apr. 30, 1958, pt.2, p.3) © 30Apr58; KK136901.

Fishers in pairs; here's ... a two-skin scarf of soft baby Canadian fishers. Travel in pairs; when the pairs are Pesante ... they'll take you twice as far. (In The Dallas morning news, May 9, 1958, pt.4, p.3) © 9May58; KK136905.

The flattery of white fur; a shoulder-let of bleached Canadian white fox. (In The Dallas morning news, May 18, 1958, pt.6, p.3) © 18May58; KK136906.

A full-length royal pastel mink coat for 3,975.00. (In The Dallas morning news, June 2, 1958, pt.4, p.3) © 2Jun58; KK136908.

Have you heard? New low prices on N-M mink stoles. (In The Dallas morning news, Apr. 21, 1958, pt.4, p.2) © 21Apr58; KK136899.

Introducing the roundel in royal pastel mink. (In The Dallas morning news, May 30, 1958, pt.4, p.14) © 30May58; KK136907.

The many-splendored stole, royal pastel mink, 995.00; flattering, easy to wear, versatile. [Two models] (In The Dallas morning news, Apr. 18, 1958, pt.4, p.3) © 18Apr58; KK136898.

The many-splendored stole, royal pastel mink, 995.00. [One model] (In The Houston post, Apr. 25, 1958, pt.2, p.3) © 25Apr58; KK136900.

Mink stole created to go with chemise. (In The Dallas morning news, Apr. 2, 1958, pt.4, p.14) © 2Apr58; KK136894.

N-M is mecca for mink. (In The Dallas morning news, June 3, 1958, pt.4, p.14) © 3Jun58; KK136909.

N-M will take furs to Nome, Alaska? (In The Dallas morning news, July 31, 1958, section 4, p.1) © 31Jul58; KK136827.

N-M's famous fur restyling; 25% off from now till August 1st. Sling cape; collared wrap. (In The Dallas morning news, May 2, 1958, pt.4, p.2) © 2May58; KK136903.

N-M's famous fur restyling; 25% off from now till August 1st. 3/4 coat; jacket. (In The Dallas morning news, May 9, 1958, pt.4, p.4) © 9May58; KK136904.

N-M's famous seamless stole is proportioned now. (In The Dallas morning news, May 1, 1958, pt.4, p.3) © 1May58; KK136902.

New low prices on mink stoles. (In Dallas times herald, Apr. 9, 1958, pt.B, p.6) © 9Apr58; KK136895.

The opera's opening scene; your grand entrance made grander by one of N-M's small mink shoulderlets. (In The Houston post, Apr. 13, 1958, pt.5, p.2) © 13Apr58; KK136897.

Six superlative, highly individual wild mink jackets, each remarkable at 3500.00. (In The Dallas morning news, Aug. 10, 1958, section 6, p.3) © 10Aug58; KK136829.

Truly an urban suburban fur; otter.

(In The Dallas morning news, Aug. 5, 1958, section 4, p.1) © 5Aug58; KK136828.

Unexpected savings on mink stoles at N-M. (In The Houston post, Apr. 10, 1958, section 2, p.3) © 10Apr58; KK136896.

Why do people come from New York, San Francisco and Chicago to buy their furs at N-M? (In The Dallas morning news, July 13, 1958, section 6, p.3) © 13Jul58; KK136825.

NELSON, CARL A. ©

Kelp-ettes, a pure vegetable sea food. Approximate net weight 4 ozs. © 1Apr58; KK135461.

NELSON-HARKINS INDUSTRIES. ©

Church crosses; choice of newest designs, stock sizes. NH-120. © 23Nov57 (in notice: 1958); KK137145.

New design in 3-dimensional letters. Catalog NH-110. © 6Jan58; KK137168.

New 3D metal letters and building specialties; design and specification handbook. Price list and hand-book NH-70. © 28Feb58; KK137143.

Newest designs; bulletins and directory boards. NH-80 revised. © 7Feb58; KK137144.

NESTLE CO., INC. ©

Self-brewing coffee; Nescafe, instant coffee. (In Sunday news, New York, Sept. 14, 1958, p.32) Appl. author: Bryan Houston, Inc. © 14Sep58; KK137209.

25¢ off new giant economy size; instant coffee. (In Daily news, New York, Aug. 27, 1958, p.51) Appl. author: McCann-Erickson, Inc. © 27Aug58; KK137067.

NEW YORK AIR BRAKE CO.

Kinney mechanical booster high vacuum pumps; KMB series. KMB 1200. Date of issue: October 1, 1958. Catalog bulletin 3180.1. Appl. author: Kingsley E. Humbert. © Kinney Manufacturing Division, New York Air Brake Co.; 27Oct58; KK138346.

NEW YORK LIFE INSURANCE CO. ©

Should your child be a mathematician? By Norris E. Sheppard. (In Ladies' home journal, Oct. 1958, p.24-25) © 25Sep58; KK138288.

Should your child be a social worker? By Russell W. Ballard. (In The Saturday evening post, July 12, 1958, p.78-79) © 8Jul58; KK136925.

NIAGARA CHEMICAL DIVISION, FOOD MACHINERY & CHEMICAL CORP. SEE Food Machinery & Chemical Corp.

NIAGARA THERAPY MANUFACTURING CORP. ©

Amazing discovery; clinically proven, drugless method. Three-way Cycloid Action ... known as Niagara Cyclo-Massage. Canada. (In MacLean's, Sept. 27, 1958, p.50) © 16Sep58; KK138426.

Come alive; new, scientific drugless discovery helps relieve tension. Cyclo-Massage. (In Liberty, May 1958, p.10) © 28Apr58; KK138511.

Cyclo-Massage; the new miracle of science that effectively helps athletic injuries. [Endorsed by] A. C. Whitey Gwynne. (In Scholastic coach, Sept. 1958, p.45) © 1Sep58; KK138651.

I get that great-to-be-alive feeling ... in my amazing new Niagara heat and massage leather chair. [Endorsed by] U. V. Muscio. Cyclo-Massage. (In Better homes & gardens home furnishings idea, 1959, p.3 of cover) © 18Sep58; KK138428.

I've been feeling so much better since I've been using Niagara Cyclo-Massage. [Endorsed by] Arthur Godfrey. (In Good house-keeping, Oct. 1958, p.219) © 18Sep58; KK138425.

Peter Lind Hayes says: I've completely given up the idea of giving in to nervous tension. New reclining lounge chair ... combines controlled heat and famous Niagara Cyclo-Massage action. (In House beautiful, Oct. 1958, p.109) © 20Sep58; KK138427.

NICHOLSON FILE CO. ©

The most exciting file news in years; Nicholson announces the new Magi-cut all-purpose machinist's file. (In Industrial distribution, Aug. 1957, p.36-37) Appl. author: N. W. Ayer & Son, Inc. © 31Jul57; KK135484.

NITEY NITE SLEEPERS. ©

The most practical sleeper ever made; the new Switchabout. (In My baby, Sept. 1958, p.5) Appl. author: Doyle Dane Bernbach, Inc. © 8Aug58; KK136720.

NITROGEN DIVISION, ALLIED CHEMICAL & DYE CORP. SEE Allied Chemical Corp.

NOGLASS.

Close one eye, look thru target. © Noglass, C. P. Knipper, sole owner; 8Oct58; KK139517.

NORCROSS, INC. ©

Do you like kittens? You'll find the famous Norcross kittens on cards for all occasions. (In Life, Aug. 25, 1958, p.6) Appl. author: Young & Rubicam, Inc. © 21Aug58; KK139005.

How important is the man market to your greeting card profits? (In Geyer's dealer topics, June 1958, p.26-27) Appl. author: Young & Rubicam, Inc. © 25May58; KK136376.

Man alive, a man's kind of greeting card; Man-Size. (In Life, July 14, 1958, p.107) Appl. author: Young & Rubicam, Inc. © 10Jul58; KK138422.

Signature notepaper. 10 notes and envelopes.

No. 59SN136. American beauty. © 1Aug58; KK137339.

59SN137. Social butterflies. © 1Aug58; KK137329.

59SN138. Rosebuds. © 1Aug58; KK137330.

59SN140. Thinking of you. © 1Aug58; KK137331.

59SN141. Fancy free. © 1Aug58; KK137332.

59SN142. Hi there. © 1Aug58; KK137333.

59SN143. Copy cat. © 1Aug58; KK137334.

59SN144. Sunny thoughts. © 1Aug58; KK137335.

59SN145. Floral sentiment. © 1Aug58; KK137337.

59SN146. Cornflower blue. © 1Aug58; KK137338.

59SN147. Bamboo. © 1Aug58; KK137336.

NOREEN, INC. ©

Liqui Color, a temporary hair color and conditioner. Contents 6 fl. oz. Appl. author: Harry L. Baum, Jr. © 17Nov58; KK139321.

NORTHWEST PAPER CO. ©

Northwest pedigreed papers always make good printing better. Mountie with souvenirs. 1959 calendar. © 8Dec58; KK139548.

Northwest pedigreed papers always make good printing better; this memo pad features Carlton bond. Mountie and Indian decorating bowls. © 25Jul58; KK136505.

Mountie and Indian tots.

© 26Sep58; KK139109.

Mountie at picnic. © 27Jun58; KK136122.

Mountie on horse drinking at lake. © 27Oct58; KK138706.

Mountie waving to engineer.

© 25Aug58; KK137319.

NOVEL PACKAGE CO. ©

Merry Christmas. Ingredients:

sugar, corn syrup. Net wt.

4 oz. © 5Sep58; KK137870.

NOXZEMA CHEMICAL CO. ©

Blemishes hurt more than your looks;

skin cream. (In American girl,

Apr. 1956, p.61) Appl. author:

Sullivan, Staufer, Colwell & Bayles, Inc. © 25Mar56; KK135420.

NU NAILS.

Build long beautiful nails with

powder and liquid; using shields

as artificial finger nails.

© C. Arch, H. Arnold, N. Arnold,

M. M. Lappe, M. Lappe, R. Lappe,

D. Lappe & Gerald Koerner as trus-

tee, a limited partnership t.a.

Nu Nails; 15Jan58; KK136035.

NUTRITIONAL QUALITY CONTROLS, INC. ©

Is your child overweight or under-

weight? Dr. Parker's Kapsols for

children, a dietary supplement.

(In The Cincinnati post, June 28,

1958, p.20-A) © 28Jun58;

KK135534.

25¢ just to help cover shipping ex-

penses of this free 30 days supply

high-nutrition children's vitamins.

Key no.F-97. (In Philadelphia in-

quirer magazine, Aug. 3, 1958,

p.43) © 3Aug58; KK137043.

NUTRITIONAL SCIENCE CORP. ©

Powdered Protrim, the natural protein

dietary food supplement. Net wt.

1 lb, 8 ozs. © 22Jul58;

KK136890.

Try this better way; Protrim, the

natural protein dietary food

supplement. © 15Jul58; KK138655.

NUTRITIONAL SERVICE, INC. ©

New 2-way Twill for both: 1, low

calorie diet; 2, nutritional

supplement. 8 ounces. © 9Oct58;

KK138075.

O

O'BRIEN'S PRINTERS & STATIONERS, INC.

New personality electrifies the in-

dustry; Ampere Voltage and her

family were created ... by the

electrical industry. © O'Brien's

Printers & Stationers, Inc. (in

notice; O'Brien's); 6Oct58;

KK138667.

OHIO MATCH CO. ©

Snider's hotter catsup; chili pepper

flavor. Devil & bottle.

© 12Aug58; KK137297.

Veal Parmesan made with Hunt's

tomato paste. Lady preparing

food. © 17Jul58; KK136612.

OHIO NUT & BOLT CO. ©

How to end perforating components

... use Ohio GW weld screws.

Bulletin 591. Appl. author:

John Thomas Doheny. © 11Nov58;

KK139239.

Knocks the bottom out of production

costs; the Ohio SS spotweld screw.

Bulletin 586. Appl. author: John

Thomas Doheny. © 15Aug58;

KK136817.

The new XN spotweld nut. Bulletin

585. Appl. author: John Thomas

Doheny. © 17Jun58; KK135768.

Talk about holding power. WF dual

purpose nut [and 3 other] nuts.

Bulletin 588. Appl. author:

John Thomas Doheny. © 11Nov58;

KK139238.

OHIO OIL CO. ©

Drive in for extra power for extra

miles; pocket your savings with

Mile-maker; Super-M gasoline.

(In The Battle Creek enquirer &

news, June 17, 1958, p.20) Appl.

author: N. W. Ayer & Son, Inc.

© 17Jun58; KK137107.

Free heating oil; Marathon, home of

Marafuel, clean oil heat. (In The

Journal-gazette, June 24, 1958,

p.7) Appl. author: N. W. Ayer &

Son, Inc. © 24Jun58; KK137106.

Now, free Marafuel, in case of sick-

ness or accident, with our new

budget insurance. Marathon, home

of Marafuel, clean oil heat. (In

The Indianapolis star, Apr. 29,

1958, p.20) Appl. author: N. W.

Ayer & Son, Inc. © 29Apr58;

KK135518.

Smile-maker service; Marathon, home

of Super-M and Mile-maker gasolines.

(In The Toledo times, Apr. 22,

1958, p.3) Appl. author: N. W.

Ayer & Son, Inc. © 22Apr58;

KK137105.

Smile-maker service or your money

back. [Grinning man] (In The

Terre Haute star, Terre Haute,

Ind., Apr. 15, 1958, p.11) Appl.

author: N. W. Ayer & Son, Inc.

© 15Apr58; KK135522.

Smile-maker service or your money

back; Marathon, home of Super-M

and Mile-maker gasolines. (In

The Republican-courier, Apr. 22,

1958, p.11) Appl. author: N. W.

Ayer & Son, Inc. © 22Apr58;

KK135519.

Smile-maker service, or your money

back; Marathon, home of Super-M

and Mile-maker gasolines. [Three

attendants cleaning off women's

car] (In The Gary post-tribune,

July 1, 1958, p.D2) Appl. author:

N. W. Ayer & Son, Inc. © 1Jul58;

KK138241.

Super-M gasoline; power tonic for

today's cars. Marathon, home of

Super-M and Mile-maker gasolines.

(In Journal-herald, Mar. 25, 1958,

p.8) Appl. author: N. W. Ayer

& Son, Inc. © 25Mar58; KK135520.

We repeat, Smile-maker service and

Marathon products satisfy you or

your money back. Marathon, home of

Super-M and Mile-maker gasolines.

(In The Courier-journal, Apr. 8,

1958, section 2, p.4) Appl. au-

thor: N. W. Ayer & Son, Inc.

© 8Apr58; KK135521.

OHREBACH'S, INC. ©

The bewitching hour is 10:15 a. m.;

this Thursday ... the most exciting

couture collection from Paris and

Italy. (In The New York times,

Sept. 14, 1958, p.53) Appl. au-

thor: Doyle Dane Bernbach, Inc.

© 14Sep58; KK137817.

Don't let anything stop you; Ohr-

bach's birthday party. Beautiful

clothes; beautiful accessories.

(In The New York times, Sept. 3,

1958, p.14-15) Appl. author:

Doyle Dane Bernbach, Inc. © 3Sep58;

KK137627.

Evening gowns and wraps that stopped

the show in Paris. (In The New

York times, Sept. 28, 1958, p.55)

Appl. author: Doyle Dane Bernbach,

Inc. © 28Sep58; KK137820.

Get loads of change with everything

you buy; spend dollar days at Ohr-

bach's. (In The Los Angeles times,

Aug. 27, 1958, pt.2, p.2) Appl.

author: Doyle Dane Bernbach, Inc.

© 27Aug58; KK137626.

Go; clearaway starts tomorrow.

See clothes and accessories for

mom, pop, the kids and grandpa,

too. (In Newark evening news,

Newark, N. J., June 24, 1958,

p.14) Appl. author: Doyle Dane

Bernbach, Inc. © 24Jun58;

KK135697.

I hate Ohrbach's. Sorry, darling,

mommy must go to Ohrbach's for

that mad little hat. (In The New

York times, Oct. 5, 1958, p.55)

Appl. author: Doyle Dane Bernbach,

Inc. © 5Oct58; KK138343.

If you thought last year's couture

collection was sensational; see

the most exciting collection in

our history of new fashions from

Paris and Italy. (In The New York

times, Sept. 17, 1958, p.27)

Appl. author: Doyle Dane Bernbach,

Inc. © 17Sep58; KK137818.

The largest, most exciting couture

collection in our history. (In

The New York times, Sept. 21,

1958, p.68-69) Appl. author:

Doyle Dane Bernbach, Inc.

© 21Sep58; KK137819.

Look like a big spender in back-to-

school fashions from Ohrbach's.

(In New York journal-American,

Aug. 24, 1958, p.11-L) Appl. au-

thor: Doyle Dane Bernbach, Inc.

© 24Aug58; KK137138.

New York's worst kept secret; she

buys a Paris dress. (In The New

York times, Oct. 26, 1958, p.53)

Appl. author: Doyle Dane Bernbach,

Inc. © 26Oct58; KK138685.

No big promises, just big values in

women's coats; Election Day event.

(In The New York times, Nov. 2,

1958, p.55) Appl. author: Doyle

Dane Bernbach, Inc. © 2Nov58;

KK138688.

Now she tells me. We've thousands

of fashions, including the newest

from Paris. (In The New York

times, Oct. 12, 1958, p.55)

Appl. author: Doyle Dane Bernbach,

Inc. © 12Oct58; KK138342.

Open tomorrow; 10th anniversary

party. Fresh new fashions in

coats, suits, dresses, accesso-

ries. (In Los Angeles times,

Oct. 22, 1958, pt.1, p.11) Appl.

author: Doyle Dane Bernbach, Inc.

© 22Oct58; KK138683.

She's liable to meet my wife in

there. We've got the freshest

fashions. (In The New York times,

Nov. 9, 1958, p.53) Appl. author:

Doyle Dane Bernbach, Inc.

© 9Nov58; KK139082.

We've been getting ready for weeks;

we've stocked the store with every-

thing from lingerie to luggage.

(In The Newark star-ledger,

Nov. 27, 1958, p.9) Appl. author:

Doyle Dane Bernbach, Inc.

© 27Nov58; KK139537.

You can see this dress at Ohrbach's.

(In The New York times, Oct. 19,

1958, p.57) Appl. author: Doyle

Dane Bernbach, Inc. © 19Oct58;

KK138684.

You'll think your trunk's shrunk when

you see how much your money buys in

Ohrbach's college shop. (In The

New York times, Aug. 24, 1958,

p.55) Appl. author: Doyle Dane

Bernbach, Inc. © 24Aug58;

KK137137.

OIL HEAT INSTITUTE OF WASHINGTON. ©

Big furnace sale; Oil Heat-O-Rama.

(In The Seattle daily times,

July 14, 1958, p.13) Appl. au-</

OLD NATIONAL BANK, EVANSVILLE, IND.

Everywhere in Evansville, it's easier to buy and pay ... the extra-convenient Flexi-Charge way; charge account credit. Appl. author: Keller-Crescent Agency. © Old National Bank; 28Apr58; KK136705.

For kindergarten or college, take care of their back-to-school needs ... the all-inclusive Flexi-Charge way; charge account credit. Appl. author: Keller-Crescent Agency. © Old National Bank; 28Apr58; KK136702.

Help for Santa's helper and for care-free Christmas shopping use Flexi-Charge; charge account credit. Appl. author: Keller-Crescent Co. Agency. © Old National Bank; 28Apr58; KK136701.

Make the most of your vacation this year; make fullest use of Flexi-Charge; charge account credit. Appl. author: Keller-Crescent Agency. © Old National Bank; 28Apr58; KK136703.

2 words from you and more than 150 merchants offer you instant, continuous f-l-e-x-i-b-l-e charging convenience; charge account credit. Flexi-Charge. Appl. author: Keller-Crescent Co. Agency. © Old National Bank; 28Apr58; KK136704.

OLE SMOKY CANDY KITCHEN.

Brown Bears, golden caramel on a bed of crisp pecans topped with a rich milk chocolate. 10 ozs. or more. © David W. Dych d.b.a. Ole Smokey Candy Kitchen; 18Oct57; KK135373.

OLIN MATHIESON CHEMICAL CORP. ©

For the last word on vitamins; Squibb. (In Ladies' home journal, Oct. 1958, p.166) Appl. author: Cunningham & Walsh, Inc. © E. R. Squibb & Sons, a division of Olin Mathieson Chemical Corp.; 29Sep58; KK137534.

Fresh baked goods make the meal; cellophane. Rancheros. (In Good housekeeping, Oct. 1958, p.38) © 18Sep58; KK137681.

Fresh meats help serve great meals; your supermarket meats are at their best protected in Olin cellophane. (In Good housekeeping, Nov. 1958, p.118) © 21Oct58; KK138497.

How to live with a sweet tooth and love it; Sweeta, made by Squibb. Use the Squibb angle toothbrush; Squibb 1600. (In Good housekeeping, Oct. 1958, p.20) Appl. author: Cunningham & Walsh, Inc. © E. R. Squibb & Sons, a division of Olin Mathieson Chemical Corp.; 18Sep58; KK137533.

Symbol of Olin & aluminum, the big new source of aluminum supply. (In Business week, May 4, 1957, p.57) © 4May57; KK139307.

This packaging expert puts products in motion; cellophane. (In Modern packaging, July 1958, p.161) © 9Jul58; KK135826.

OLIVER, W. G. ©

We don't mind sticking out our neck to recommend this book, The Art of selling. (Book display card) By Nelg Revilo, pseud. Vantage Press, Inc. © 10Jun58; KK135780.

OLSON RUG CO. ©

Free, lovely scatter rugs up to \$16 value. (In The American home, June 1958, p.92) Appl. author: Arthur W. Prussing. © 15May58; KK138563.

Free, new, money saving Olson rug catalog. (In Everywoman's, Feb. 1958, p.53) Appl. author: Arthur W. Prussing. © 12Jan58; KK138454.

From our looms to your rooms; finest quality all wool loom-woven carpets are your best values. (In Chicago Sunday tribune, Oct. 19, 1958) Appl. author: Paul Winking. © 19Oct58; KK138193.

From our looms to your rooms; the only carpet mill west of the Alleghenies. (In Chicago Sunday tribune, Oct. 12, 1958, pt.1, p.37) Appl. author: Paul Winking. © 12Oct58; KK138192.

Like millions of Olson customers you, too, can have finer rugs this magic way. (In The American home, Sept. 1958, p.18) Appl. author: Arthur W. Prussing. © 3Aug58; KK138368.

Like over 3 million customers, you, too, can have finer rugs the magic Olson way. (In McCall's, Jan. 1958, p.4 of cover) Appl. author: Arthur W. Prussing. © 27Dec57; KK138369.

Rugs; save up to 1/2; send your old rugs and clothing to the Olson factory. (In Capper's farmer, Jan. 1958, p.50) Appl. author: Arthur W. Prussing. © 20Dec57; KK138366.

Save up to 1/2, get finer rugs the magic Olson way. (In The American home, Jan. 1958, p.30) Appl. author: Arthur W. Prussing. © 15Jan58; KK138404.

Send your old materials; get new Olson rugs. (In Ladies' home journal, Mar. 1958, p.20) Appl. author: Arthur W. Prussing. © 12Feb58; KK138434.

2 in one rugs; amazing, low-priced broadloom. (In McCall's, Aug. 1958, p.120) Appl. author: Arthur W. Prussing. © 15Jul58; KK138367.

Use-Tested by McCall's. No.82782 [and 6 other] patterns. Appl. author: Arthur W. Prussing. © 30Sep58; KK137833.

You are invited; come, see, hear. Colorful tableau of Indian summer. (In Chicago sun-times, Oct. 25, 1958, p.5) Appl. author: Paul Winking. © 25Oct58; KK138406.

ONEIDA, LTD. ©

Exciting news for all young lovers; Heirloom sterling lowers prices. Young Love [and 7 other patterns] (In Ladies' home journal, Sept. 1958, p.34-35) Appl. author: J. Walter Thompson Co. © 25Aug58; KK137321.

From an enchanted forest glen for your enchanting table; new Silver Flower in Community, the finest silverplate. (In Good housekeeping, Oct. 1958, p.22) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 18Sep58; KK138467.

Special Community offer to introduce new Silver Flower; crafted by Oneida silversmiths, makers of distinctive tableware. (In Ebony, Oct. 1958, p.40) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 16Sep58; KK138246.

OPEN PIT FOOD SALES, INC. ©

New party idea: the whole family will enjoy Sloppy Joe barbecue beef; takes only minutes to make with the Open Pit barbecue sauce. (In Cincinnati enquirer, Dec. 11, 1958, women's section, p.15E) Appl. author: Henry Senne Advertising, Inc. © 11Dec58; KK139595.

ORAL B CO. ©

Does what a toothbrush ought to do; Oral B protects your gum line. (In Coronet, July 1958, p.2 of cover) Appl. author: Clark Whitely Lawrence. © 17Jun58; KK136146.

You can feel the difference at your gum line where tooth troubles often start; it does what a toothbrush ought to do. (In Coronet, Sept. 1958, p.3 of cover) Appl. author: Clark Whitely Lawrence. © 19Aug58; KK137266.

ORANGE BLOSSOM ESTATES, INC. ©

Free travel voucher. Nov.-Dec. 1958. Number 1993. © 10Nov58; KK139102.

I consider Orange Blossom Estates a really beautiful Florida homesite area, says Norman Ford. © 10Nov58; KK139101.

Let us send you even more facts about a homesite at beautiful Orange Blossom Estates. © 10Nov58; KK139103.

Reservation form. Offer expires midnight January 1, 1959. No.1993. © 10Nov58; KK139105.

2,000 trips to Florida given away, so you can see, examine, thrill to the homesite of your dreams. © 10Nov58; KK139100.

Why, when, where, how to invest profitably in Florida real estate. © 10Nov58; KK139104.

ORANGE RICE MILLING CO. ©

Econ-O-Pack brand white rice. Coin saver. 5 pounds net. © 25Apr58; KK136362.

ORIGAMI CREATIONS, INC. ©

Ora-Ga-Me, the new paper folding game for children & adults. © 13Nov58; KK138828.

OSTERHOUDT, FRANK J. d.b.a. MINI-AID. SEE Mini-Aid.**OTTENHEIMER, PUBLISHERS. ©**

Listen & play the piano; the ABC's of piano playing for children. Recommended by William Masselos. Contains 2, 10-inch 33 1/3 LP. (Learn for pleasure children's cultural activities, CAB 4023) © 22Sep58; KK138799.

Milton Cross explains the instruments of the orchestra to children of all ages. Contains 2, 10-inch 33 1/3 LP. (Learn for pleasure children's cultural activities, CAB 4021) © 22Sep58; KK138800.

Milton Cross explains the magic of music to children of all ages. Contains 2, 10-inch 33 1/3 LP. (Learn for pleasure children's cultural activities, CAB 4022) © 22Sep58; KK138801.

OUR OWN HARDWARE CO. ©

Supermix marine paint. White; FM10-14. One quart U. S. measure. © 7Jul58; KK136369.

OVERHEAD DOOR CORP. ©

Architects solved door problems in Veterans Memorial Building in Columbus, Ohio, with the Overhead Door. (In Architectural record, Oct. 1958, p.336-337) Appl. author: Applegate Advertising Agency, Inc. © 5Oct58; KK138710.

Chicago's fabulous Prudential Plaza served by the Overhead Door. (In Architectural record, June 1958, p.290-291) Appl. author: Applegate Advertising Agency, Inc. © 5Jun58; KK135744.

Serving America's super highways; more service stations are equipped with the Overhead Door. (In National petroleum news, Aug. 1958, p.38-39) Appl. author: Applegate Advertising Agency, Inc. © 28Jul58; KK137463.

OVERLAND CO. ©

The gift most men want; imported ... Fisherman's friend. Fisherman's pliers [and other products] Appl. author: Fred MacOverland. © 1Dec58; KK139362.

Hottest fishing news for '59. Fisherman's tool set. Appl. author: Fred MacOverland. © 1Dec58; KK139363.

P

PABST BREWING CO. ©

Hi, neighbors, Pabst is mailing you a 25¢ offer, look for it. Blue Ribbon. (In Chicago daily tribune, Feb. 20, 1957) © 20Feb57; KK138141.

100 million barrels since 1844; a tradition of pleasure. This is the Little Brewery on the Hill. Blue Ribbon beer. (In V. F. W. magazine, Aug. 1958, p.7) Appl. author: Norman, Craig & Kummel, Inc. © 25Jul58; KK136750.

Pabst Blue Ribbon presents In town tonight, the music-and-fun show with surprising guest stars. Pat Scott, Jim Conway, Len Dresslar. (In Chicago sun-times, May 28, 1957) © 28May57; KK137487.

Pabst, finest beer served, everywhere. Blue Ribbon. (In Wisconsin beverage journal, May 1958, p.21) Appl. author: Norman, Craig & Kummel, Inc. © 5May58; KK137368.

PACIFIC FINANCE CORP.

Here's your free game of Moneyland; get money at Moneyland where it's almost fun to borrow money for fall expenses. © Pacific Finance Loans, a subsidiary of Pacific Finance Corp.; 1Aug58; KK136430.

PACIFIC FINANCE LOANS, a subsidiary of PACIFIC FINANCE CORP. SEE Pacific Finance Corp.

PACIFIC LUMBER CO. ©

Palco industrial chemicals. Palco-tan; Palconate. © 14Apr58; KK135466.

PACIFIC WIRE WORKS CO. ©

Pacific Wire-Grams, by George G. Altnow.
July 1958. © 11Jul58; KK136017.
Aug. 1958. © 14Aug58; KK136855.
Sept. 1958. © 13Sep58; KK137257.
Oct. 1958. © 15Oct58; KK138113.
Nov. 1958. © 14Nov58; KK138826.

PAPAZIAN COFFEE CO. ©

Clearoma coffee; super. A delight in every drop. Contents: 8 fl. oz. Appl. author: Garabed S. Papazian. © 25Aug58; KK136715.

PAPER MATE CO. ©

At last, a pen that positively won't skip; new Paper Mate Capri Mark III. (In Family weekly, June 15, 1958, p.28-29) Appl. author: Theodore L. Barnett. © 15Jun58; KK135393.

Free offer from Paper Mate. \$1.69 tu-tone pen, .49 standard refill, .39 Schoolmate pen; all three only \$1.69. Frankfort, Ger. (In American weekend, Sept. 6, 1958, p.7) Appl. author: Theodore L. Barnett. © 6Sep58; KK139143.

Give the finest, give Paper Mate. Capri, series 500 with Piggy-Back refill. (In Sales management, Sept. 10, 1958, p.108) Appl. author: Theodore L. Barnett. © 10Sep58; KK138098.

Here's the pen that won't even skip over butter; new Capri Mark III. Frankfort, Ger. (In Air Force times, European ed., Aug. 5, 1958, p.15) Appl. author: Theodore L. Barnett. © 5Aug58; KK138582.

New Paper Mate pen positively won't skip; Capri Mark III. (In The American weekly (Philadelphia Sunday bulletin) Nov. 30, 1958) Appl. author: Theodore L. Barnett. © 30Nov58; KK139437.

PAPERSCENE.

Paper sculpture. Farm scenes.

© Louis Fruchter d.b.a. Paper-scene; 18Aug58; KK138132.

Paper sculpture. The family takes a ride. © Louis Fruchter d.b.a. Paperscene; 18Aug58; KK138:33.

PARAGON NEEDLECRAFT. ©

Art needlework catalog M-12.

No.01135, The cherry tree quilt [and other patterns] Appl. author: Alfred Rosenthal. © 10Aug58; KK136518.

Make it a Merry Christmas with Paragon needlecrafts. 0211/2 [and other patterns] (In McCall's needlework & crafts magazine, fall-winter 1958-1959, p.3 of cover) Appl. author: Martin J. Rothman. © 20Jul58; KK136594.

PARAGON OIL CO., INC. ©

New Paragreed multi-purpose, with Moly, an all-purpose lubricating grease for extra-heavy-duty automotive applications. Appl. author: John J. McCartney. © 5Sep58; KK137069.

PARKE, DAVIS & CO. ©

ABDEC Kapseals help safeguard nutritional status for all but one of the Stantons. PD-D-895. © 9May58 (in notice: 1957); KK135404.

ABDEC Kapseals provide balanced vitamin protection for all but one of the Thompsons. PD-D-894. © 12Apr58 (in notice: 1957); KK139126.

ADC drops with vitamin B6; for nutritional support during early childhood. PD-D-957. © 27May58; KK135841.

ADC drops with vitamin B6; to help assure sound nutrition during early childhood. PD-D-960. © 19Jun58; KK135842.

Un adelanto importante en hormo-noterapia; Metalutin. © 2Jun58; KK137117.

Alfred Briggs, head teller of the Hainsville Bank, is thoroughly safeguarded; ABDEC Kapseals help ward off vitamin deficiency while he diets. PD-D-1021. © 29Aug58; KK137639.

At Carson Park Zoo, 37 visitors with hay fever; antihistaminic therapy helps them all, but some do better on Benadryl, others do better on Ambodryl. PD-D-1010. © 3Sep58; KK137919.

At Hinton's department store, 31 shoppers with hay fever; antihistaminic therapy helps them all, but some are grateful for Benadryl, others give thanks for Ambodryl. PD-D-997. © 2Jul58; KK135846.

At the ball park, 978 baseball fans with hay fever; antihistaminic therapy helps them all, but some praise Benadryl, others extol Ambodryl. PD-D-1009. © 25Aug58; KK137653.

At the Coliseum, 116 circus fans with hay fever; antihistaminic therapy helps them all, but some sing the praises of Benadryl, others pay tribute to Ambodryl. PD-D-996. © 20Jun58; KK135845.

At the county flower show, 52 visitors with hay fever; antihistaminic therapy helps them all, but some depend on Benadryl, others rely on Ambodryl. PD-D-998. © 1Aug58; KK137650.

Both need help, which one needs Carbrital? PD-D-752. © 10Sep58 (in notice: 1957); KK139129.

Bruiser Schofield, star of the Hainsville Tigers, gets plenty of protection; ABDEC Kapseals safeguard his vitamin status. PD-D-1018. © 8Sep58; KK137923.

Control of seizures clinically confirmed; Dilantin sodium, Phelantin, Celontin, Milontin. PD-D-1037. © 9Sep58; KK137924.

A dangling chimp always delights children; new ADC drops with vitamin B6 helps keep them healthy, too. PD-D-958. © 24May58; KK135408.

De todas partes, los cuatro vientos traen opiniones favorables; Chlorostrep. © 6Jan58 (in notice: 1957); KK137116.

A donkey carousel always delights children; new ADC drops with vitamin B6 helps keep them healthy, too. PD-D-959. © 20May58; KK135407.

En muchos paises; Chloromycetin. Para muchas infecciones graves. © 2Jun58; KK137115.

Eunice Parker of the Hainsville charity league; ABDEC Kapseals help fulfill her nutritional requirements. PD-D-1022. © 18Sep58; KK137926.

Even Mary's not contrary when it's time to take her delicious, apple-flavored ABDEC drops now with vitamin B12. PD-D-968. © 6Jun58; KK135843.

He'd ride his cockhorse to Banbury Cross, and even farther for delicious, apple-flavored ABDEC drops, now with vitamin B12. PD-D-973. © 1Jul58; KK137645.

High solubility plus low dosage; Midicel. Urinary tract infections, upper respiratory infections. PD-D-1014. © 30Jul58; KK137640.

His cough was almost his downfall; then his physician prescribed Benylin expectorant. PD-D-1030. © 17Sep58; KK137929.

In many lands; Chloromycetin. For many serious infections. © 2Jun58; KK137114.

In the convulsive disorders, the goal is control. Celontin, Milontin, Dilantin sodium, Phelantin. PD-D-1032. © 16Sep58; KK137925.

Jack is nimble, Jack is quick when it's time for his delicious, apple-flavored ABDEC drops. PD-D-977. © 19Sep58; KK137922.

Little Boy Blue blows his horn for ABDEC drops now with vitamin B12. PD-D-950. © 7May58; KK135406.

Little Tommy Tucker sings for his ABDEC drops now with vitamin B12. PD-D-949. © 30Apr58; KK135405.

Little Tommy Tucker sings for his delicious, apple-flavored ABDEC drops, now with vitamin B12. PD-D-970. © 25Jun58; KK137644.

New ADC drops with vitamin B6; sound vitamin support during the early years. A dappled colt always delights children. PD-D-987. © 1Jul58; KK137643.

New ADC drops with vitamin B6; vitamin protection during the early years. A dazzling cockatoo always delights children. PD-D-967. © 27Jun58; KK137642.

A notable record in the treatment of the convulsive disorders. Kapseals Dilantin sodium [and 3 other medicines] PD-D-1034. © 19Aug58; KK137651.

On Main Street, 13 strollers with hay fever; antihistaminic therapy helps them all, but some get best results with Benadryl, others ... from Ambodryl. PD-D-1008. © 13Aug58; KK137652.

PARKE, DAVIS & CO. Cont'd.

1 [pill] = 24 hour therapy; for unusually gratifying acceptance of sulfa therapy, Midicel. PD-D-1011. © 17Jul58; KK137611.

Order: Rosales. When sycamore pollen floats on the breeze, Benadryl provides fast relief of allergic symptoms. PD-D-963. © 24Apr58; KK137921.

Peter Piper picks delicious, apple-flavored ABDEC drops now with vitamin B12. PD-D-969. © 17Jun58; KK135844.

Pollen vignettes: Bermuda grass. Counteract allergic symptoms with Benadryl. PD-D-1001. © 28Jul58; KK137647.

Pollen vignettes: Ragweed. Counteract allergic symptoms with Benadryl. PD-D-1003. © 18Aug58; KK137654.

Pollen vignettes: Redtop ... an important cause of hay fever; counteract allergic symptoms with Benadryl. PD-D-1000. © 25Jun58; KK135848.

Pollen vignettes: Russian thistle. Counteract allergic symptoms with Benadryl. PD-D-1002. © 6Aug58; KK137646.

Pollen vignettes: Timothy ... an important cause of hay fever; counteract allergic symptoms with Benadryl. PD-D-999. © 16Jun58; KK135847.

Rapid and effective synergistic action at all points of the compass; Chlorostrep. © 6Jan58 (in notice: 1957); KK137113.

Rapid therapeutic sulfa levels, bacteriostasis for 24 hours; Midicel. PD-D-1012. © 25Sep58; KK137920.

Repeatedly cited in the literature for outstanding performance in control of seizures; Celontin, Milontin, Dilantin sodium, Phelantin. PD-D-1033. © 14Aug58; KK137649.

Seizures controlled; the Parke-Davis family of anticonvulsants. Dilantin, Phelantin, Celontin, Milontin. PD-D-1035. © 8Aug58; KK137648.

Start now to prepare your over forty patient for the winter years of his life; Eldec Kapseals. PD-D-785. © 22Sep58 (in notice: 1957); KK139127.

They sleep like a baby with Carbrital. PD-D-768. © 18Sep58 (in notice: 1957); KK139128.

This is what we work for at Parke-Davis; the better health and longer life that come with better medicines. In 1953, Parke-Davis produced the first trial vaccine for the vital polio pilot test. (In Life, May 26, 1958, p.17) Appl. author: Young & Rubicam, Inc. © 22May58; KK136393.

This is what we work for at Parke-Davis; the better health and longer life that come with better medicines. It takes healthy, alert youngsters to meet the demands of ... education. (In Life, Sept. 8, 1958, p.125) Appl. author: Young & Rubicam, Inc. © 4Sep58; KK138419.

This is what we work for at Parke-Davis; the better health and longer life that come with better medicines. Most of us look forward to summertime. (In The Saturday evening post, July 19, 1958, p.5) Appl. author: Young & Rubicam, Inc. © 15Jul58; KK138411.

This is what we work for at Parke-Davis; the better health and longer life that come with better medicines. She's stepping up in life. (In Life, Apr. 28, 1958, p.4) Appl. author: Young & Rubicam, Inc. © 24Apr58; KK136392.

This is what we work for at Parke-Davis; the better health and longer life that come with better medicines. She's stepping up in life. (In Life, Apr. 28, 1958, p.4) Appl. author: Young & Rubicam, Inc. © 24Apr58; KK138418.

This is what we work for at Parke-Davis; the better health and longer life that come with better medicines. Will this little boy ... grow up to fill his father's shoes? (In Life, May 26, 1958, p.17) Appl. author: Young & Rubicam, Inc. © 22May58; KK138410.

This is what we work for at Parke-Davis; the better health ... with better medicines. This couple has met, and conquered a lifetime of challenges. (In The Saturday evening post, June 21, 1958, p.71) Appl. author: Young & Rubicam, Inc. © 17Jun58; KK139007.

Yesterday, he coughed a twenty off the counter; today, his cough is controlled with Benylin expectorant. PD-D-1029. © 10Sep58; KK137927.

Yesterday, her cough killed four sales; now her cough is controlled with Benylin expectorant. PD-D-1031. © 23Sep58; KK137928.

PARKER, EDWARD. ©

Horseless carriage, an eastern publication dedicated to serving the interests of eastern automotive wholesalers. © 16Jun58; KK139060.

PARKER BROS., INC. ©

Finance and Fortune, a Parker game for the whole family. © 27Oct58; KK138731.

Touring; automobile card game. © 27Oct58; KK138730.

PARKER PEN CO. ©

Are you spending time selling your competitors' stock? (In The National stationer, July 1958, p.105) Appl. author: Tatham-Laird, Inc. © 25Jun58; KK137679.

Brand new, all new Parker Super 21. (In Wichita Falls record news & times, Sept. 4, 1957, p.9) Appl. author: Tatham-Laird, Inc. © 4Sep57; KK137894.

Bright new gift idea to brighten your Christmas ball point sales; Parker T-Ball Jotter pen, each gift-packaged in a giant Christmas card. (In McKesson profitunities, Nov. 1958, p.60) Appl. author: Tatham-Laird, Inc. © 25Oct58; KK139265.

Buy a Parker T-Ball Jotter; register it against loss. Registration and replacement agreement. Appl. author: Tatham-Laird, Inc. © 25May58; KK137187.

Do you train sales people to sell your competitor's stock? (In The National stationer, Aug. 1958, p.81) Appl. author: Tatham-Laird, Inc. © 25Jul58; KK137678.

Don't buy her another gift until you've seen the new Parker Princess Jotter pen. (In Look, Dec. 9, 1958, p.41) Appl. author: Tatham-Laird, Inc. © 1Dec58; KK139453.

For extra profits ... operation loss-proof; now Parker replaces any new \$1.95 Parker T-Ball Jotter pen lost by the owner within the next 2 years. (In Variety store merchandiser, Aug. 1958, p.82) Appl. author: Tatham-Laird, Inc. © 25Jul58; KK137893.

For extra profits ... operation loss-proof; now Parker replaces ... Parker T-Ball Jotter pen lost by the owner. (In McKesson profitunities, Aug. 1958, p.16) Appl. author: Tatham-Laird, Inc. © 25Jul58; KK137677.

Free Parker pen party; letter writing project. (In The Instructor, Sept. 1958, p.25) © 5Aug58; KK137006.

Go back to school this year with a Parker T-Ball Jotter pen; register it against loss. (In Morning avalanche, Lubbock, Tex., Aug. 25, 1958, section 1, p.3) Appl. author: Tatham-Laird, Inc. © 25Aug58; KK138822.

Go back to school with a Parker; register it against loss. T-Ball Jotter; Super 21; Debutante. Appl. author: Tatham-Laird, Inc. © 28May58; KK136762.

Go back to school with a Parker; register it against loss. T-Ball; Super 21; Debutante. Appl. author: Tatham-Laird, Inc. © 28May58; KK136761.

Greetings with best wishes for the New Year. Card no. 9308. Appl. author: Niagara Lithograph Co. © 1Sep58; KK139345.

Let Parker put your message in action with the new Parker T-Ball window Jotter pen. (In Nation's business, July 1958, p.23) Appl. author: Tatham-Laird, Inc. © 1Jul58; KK136180.

Look for the big news June 1 from Parker. (In Modern stationer, June 1958, p.93) Appl. author: Tatham-Laird, Inc. © 25May58; KK139264.

Merry Christmas. Card no. 9309. Appl. author: Niagara Lithograph Co. © 1Sep58; KK139346.

The most magnificent gift pens of our time. Revolutionary new Parker 61; world famous Parker 51. The Classic [and 6 other] pens. (In The Saturday evening post, May 10, 1958, p.82-83) Appl. author: Tatham-Laird, Inc. © 5May58; KK139258.

New Parker pardners. T-Ball Jotter pen; mechanical pencil. (In The American weekly, Nov. 30, 1958, p.15) Appl. author: Tatham-Laird, Inc. © 30Nov58; KK139452.

New Parker T-Ball Jotter pen; see the pen that takes the skip out of ball point writing. New Parker 61 pen [and 2 other items] (In Wholesale Stationers' Assn. directory of international merchandise exhibit, Mar. 2, 1958, p.8) Appl. author: Tatham-Laird, Inc. © 1Mar58; KK136492.

Noel. Happy New Year. No. 9307. Appl. author: Niagara Lithograph Co. © 1Sep58; KK138618.

Now, a wonderful choice for everyone on your Christmas list; Parker 61. Also ... amazing new Parker T-Ball Jotter pen. Frankfurt, Ger. (In The Overseas weekly, Dec. 8, 1957, p.27) Appl. author: Tatham-Laird, Inc. © 8Dec57; KK136179.

Now the ball point guaranteed not to skip; Parker T-Ball Jotter pen. (In Reader's digest, Nov. 1958, p.237) Appl. author: Tatham-Laird, Inc. © 25Oct58; KK139186.

Operation loss-proof; now Parker replaces any new \$1.95 Parker T-Ball Jotter pen lost by the owner within the next 2 years. (In Variety store merchandiser, July 1958, p.34) Appl. author: Tatham-Laird, Inc. © 25Jun58; KK139262.

Operation loss-proof; Parker replaces any new Debutante pen, super 21 pen, T-Ball Jotter pen lost in the next 2 years when it is registered with Parker by your customer. (In Retail jewelers bulletin, Aug. 1958, p.2 of cover) Appl. author: Tatham-Laird, Inc. © 15Jul58; KK139261.

- Parker announces ... operation loss-proof. Parker replaces any new Debutante pen, Super 21 pen, T-Ball Jotter pen lost in the next 2 years. (In Southern jewelry fall show directory, 1958, p.96) Appl. author: Tatham-Laird, Inc. © 19Jul58; KK137915.
- Parker 61 pen registration and replacement agreement. © 19Aug58; KK137456.
- Perfect Christmas gift; Parker T-Ball Jotter pen. (In American armed forces features, Nov. 1958, p.4) Appl. author: Tatham-Laird, Inc. © 25Oct58; KK139183.
- Special offer; new Parker T-Ball Jotter pen featured in new Parker display no.387 with free goods for extra profit. (In West Coast druggist, Mar. 1958, p.31) Appl. author: Tatham-Laird, Inc. © 10Mar58; KK139263.
- T-Ball Jotter pen; new Christmas card gift package. (In Reader's digest, Dec. 1958, p.10) Appl. author: Tatham-Laird, Inc. © 25Nov58; KK139451.
- This one gift is a life-long reminder of you; Parker 61, capillary pen. (In Reader's digest, Nov. 1958, p.219) Appl. author: Tatham-Laird, Inc. © 25Oct58; KK139187.
- This one gift is a life-long reminder of you; Parker 61, capillary pen. (In Reader's digest, Dec. 1958, p.139) Appl. author: Tatham-Laird, Inc. © 25Nov58; KK139450.
- This year, give a Parker. Parker 61 [and 5 other items] (In Nation's business, Sept. 1958, p.87) Appl. author: Tatham-Laird, Inc. © 25Aug58; KK137680.
- Tired of ball points that skip? Parker T-Ball Jotter pen is the answer. (In Our Navy, June 1, 1958, p.7) Appl. author: Tatham-Laird, Inc. © 19May58; KK135394.
- Tired of ball points that skip? Parker T-Ball Jotter pen is the answer. (In Our Navy, Nov. 1, 1958, p.7) Appl. author: Tatham-Laird, Inc. © 25Oct58; KK139185.
- Tired of ball points that skip? Parker T-Ball Jotter pen is the answer. (In Reader's digest, Sept. 1958, p.23) Appl. author: Tatham-Laird, Inc. © 25Aug58; KK137676.
- Tired of ball points that skip? Parker T-Ball Jotter pen is the answer. (In The Daily times, Davenport, Iowa, Apr. 28, 1958, p.3) Appl. author: Tatham-Laird, Inc. © 28Apr58; KK139259.
- What, \$5 for a ballpoint pen? The Parker V.I.P. Jotter pen. (In The Courier magazine, Hartford, Oct. 26, 1958, p.7) Appl. author: Tatham-Laird, Inc. © 26Oct58; KK139260.
- What, \$5 for a ballpoint pen? V.I.P. Jotter pen. Custom T-Ball Jotter pen [and 2 other] pens. (In Esquire, Dec. 1958, p.55) Appl. author: Tatham-Laird, Inc. © 17Nov58; KK139184.
- PARKER PEN CO. SEE ALSO Eversharp Pen Co.
- PARRY LABORATORIES, INC. © Jungle breath is no joke; keep it civilized with Myomist, antiseptic oral spray. (In The Grand Rapids press, June 30, 1958, p.39) Appl. author: Roy S. Durstine, Inc. © 30Jun58; KK137110.
- Like a breath of fresh air; new push button Myomist, antiseptic mouth refresher. © 28Nov58; KK139147.
- Miracle discovery guarantees you'll never have mouth odors again; Myomist, antiseptic oral spray. (In The Hartford times, June 30, 1958, p.19) Appl. author: Roy S. Durstine, Inc. © 30Jun58; KK137109.
- We defy any toothpaste or mouthwash to prove it can stop bad breath all day; new Myomist, antiseptic oral spray. (In Columbus dispatch, Columbus, Ohio, June 30, 1958, p.4B) Appl. author: Roy S. Durstine, Inc. © 30Jun58; KK137112.
- Who, me? Bad breath? New Myomist, antiseptic oral spray. (In The Patriot, Harrisburg, Pa., June 30, 1958, p.18) Appl. author: Roy S. Durstine, Inc. © 30Jun58; KK137111.
- PARVIN MANUFACTURING CO. Bartender aprons by Parvin; the party line. No.409 [and 4 other styles] © Floyd Levin & Sam W. Levin d.b.a. Parvin Manufacturing Co.; 28Jul58; KK135893.
- Salad chef sets; the perfect fall gift idea. No.1843 [and other items] © Floyd Levin & Sam W. Levin d.b.a. Parvin Manufacturing Co.; 28Jul58; KK135895.
- Silicone oven mitts. No.723 [and 2 other styles] © Floyd Levin & Sam W. Levin d.b.a. Parvin Manufacturing Co.; 28Jul58; KK135894.
- We're putting on the dog with Super Chef barbecue aprons. Ah, la carte series [and 3 other] series. © Floyd Levin & Sam W. Levin d.b.a. Parvin Manufacturing Co.; 10Nov58; KK138598.
- PATENT SCAFFOLDING CO., INC. © All new; announcing the Extend-A-Step ladder ... by the makers of Gold Medal ladders. Bulletin L-93. Appl. author: O. H. Junggren. © 4Aug58; KK136128.
- Gold Medal ladders for every purpose. Household [and other products] Bulletin L-94. Appl. author: Oscar H. Junggren. © 23Oct58; KK138326.
- Trouble Saver adjustable steel trestles and scaffolding accessories. Catalog M-R. Appl. author: Oscar H. Junggren. © 3Jul58; KK135500.
- PAUZE, ZOTIQUE GUILMORE d.b.a. PAUZE PRODUCTS CO. SEE Pauze Products Co.
- PAUZE PRODUCTS CO. Antiseptic stops bleeding; contains a surface anesthetic for relief of pain. Liquid; styptic. © Zotique Guilmore Pauze d.b.a. Pauze Products Co.; 2Sep58; KK137128.
- PAYNE COUNTRY CREAMERY, INC. © Oklahoma State brand homogenized, grade A, pasteurized vitamin D milk. One quart liquid. © 4Sep58; KK138101.
- PEAVEY (F. H.) & CO. © Start your day this protein way, toast V-10 protein bread. (In Sunset, Oct. 1958, p.153) Appl. author: Vance Pidgeon, Vance Pidgeon & Associates, Inc. © 25Sep58; KK138239.
- PEKAO TRADING CORP. © Paczki Pekao; Paczka swiateczna, holiday parcel. © 12Oct58; KK138053.
- PELLON CORP. © Oh, sole mio; the incredible softness ... of the fabulous Italian-inspired continental construction is one of many achievements of Pellon, the versatile inner-construction material for shoes. (In Footwear news, Nov. 28, 1958, p.33) © 28Nov58; KK139319.
- PENLAND DISTRIBUTORS, INC. © Now, profit through case sales; the name is Aristocase wrap. Handsome colorful gift wrapped cases; a complete promotion featuring seven popular types of liquor. © 7Oct58; KK138442.
- PENNSYLVANIA GRADE CRUDE OIL ASSN. © Nature's miracle molecule; only Pennsylvania oils have it. Motor oil. (In The Saturday evening post, May 3, 1958, p.71) Appl. author: Meldrum & Fewsmith, Inc. © 29Apr58; KK136607.
- Nature's miracle molecule protects the power you bought. (In The Saturday evening post, May 31, 1958, p.70) Appl. author: Meldrum & Fewsmith, Inc. © 27May58; KK139571.
- Nature's miracle molecule, wear-proofing element in Pennsylvania oil. (In The Saturday evening post, May 24, 1958, p.90) Appl. author: Meldrum & Fewsmith, Inc. © 20May58; KK139570.
- PENNSYLVANIA REFINING CO. Gumout SPD; parts cleaner. Stock no.7530. Net contents 4 gallons. © Gumout Division, Pennsylvania Refining Co.; 20Feb58; KK137301.
- PENNY SHINE, division, TURTLE WAX-PLASTONE CO. SEE Turtle Wax-Plastone Co.
- PEOPLES SAVINGS BANK, EVANSVILLE, IND. From paternalism to pressure to problems, and what you can do ... with an assist by Peoples Savings Bank; we will ... set up a Carefree Health-Protection Fund. Appl. author: Keller-Crescent Agency. © Peoples Savings Bank; 3Jul58; KK136069.
- PEPPERIDGE FARM, INC. © Brown & serve Golden Twist enriched rolls. Net wt. 7 ounces. © 22May58; KK136928.
- Family rye. Net wt. 1 lb. © 12Jun58; KK136929.
- Lido cookies. Net wt 7 3/4 oz. © 22Oct58; KK139597.
- Milano cookies. Net wt. 6 1/4 oz. © 10Dec58; KK139598.
- PERMACEL-LEPAGE'S, INC. © Lepage's paper cement dispenser; free. Best known name in sticky stuff. (In Modern stationer, June 1, 1958, p.106) © 1Jun58; KK135429.
- New, Lepage's impulse merchandisers. Lepage's cellophane tape. New elevated rack; new register-top rack. (In Chain store age, May 1958, p.82a) © 7May58; KK136221.
- PERMAFUSE CORP. © BR 44, brake bonding adhesive. One U. S. gallon. Appl. author: Sydney G. Tilden, Jr. © 17Jul58; KK135991.
- PERMA-STONE CO. © Put up a good front; use ... outside-inside, for all types of commercial buildings. Form no.F-9. Appl. author: J. E. Bateson. © 3Jul58; KK135771.
- PEROLIN CO., INC. © Trouble free oil burner operation; Perolin, the complete fuel oil treatment for soot and sludge. Appl. author: B. V. Tiblin. © 29Sep58; KK137572.
- PERSONAL TRAVEL SERVICE, INC. © Complete travel service; personalized for your pleasure. (Travel post) (In Grand Rapids herald, June 29, 1958, p.10) Appl. author: Roger L. Warnshuis. © 29Jun58; KK135535.

PET MILK CO. ©

All good casseroles taste like heaven when they begin with Pet's creamy soup-sauces. Corned beef casserole. Evaporated milk. (In What's new in home economics, Sept. 1958, p.253) Appl. author: Elaine Pautler. © 29Aug58; KK137241.

Double fudge balls, new cooky-candies. Evaporated milk. (In The St. Louis Argus, Oct. 10, 1958, p.4) Appl. author: Elaine Pautler. © 10Oct58; KK139365.

Double fudge balls, new cooky-candies. Evaporated milk. (In What's new in home economics, Oct. 1958, p.4) Appl. author: Elaine Pautler. © 25Sep58; KK138263.

Expensive creamy flavor at low cost; Justo, use just like milk or cream. (In Daily Sikeston standard, Oct. 16, 1958, p.22) Appl. author: Mary Helen Wilson. © 16Oct58; KK138712.

Expensive creamy flavor at low cost; Justo, use just like milk or cream. (In Daily Sikeston standard, July 10, 1958, p.10) Appl. author: Mary Helen Wilson. © 10Jul58; KK137051.

Frozen lemonade and double-rich Pet milk whip up a mile-high lemonade pie in a coconut crust. Evaporated milk. (In Better homes & gardens, June 1958, p.74) Appl. author: Mary Helen Wilson. © 20May58; KK135609.

Harvest moon supper; juicy meat loaves go company-best with hot Cling peaches and the cream of mushroom sauces. Evaporated milk. (In Family weekly, Oct. 5, 1958, p.3) Appl. author: Mary Helen Wilson. © 5Oct58; KK139594.

Just pour in Justo for expensive creamy flavor, at low cost. (In Daily Sikeston standard, May 15, 1958, p.12) Appl. author: Mary Helen Wilson. © 15May58; KK135606.

Make it with Justo, for whipped cream luxury at about 1/6 the cost; use just like milk or cream. (In Anderson news-review, June 19, 1958, p.3) Appl. author: Mary Helen Wilson. © 19Jun58; KK137053.

The most important thing in the world, the care you give your baby. Evaporated milk. (In Chicago defender, Sept. 20, 1958, p.15) Appl. author: Elaine Pautler. © 20Sep58; KK138257.

The new rage of the soda pop set; Pet Fizzes, brimming with the good milk nourishment of new Pet instant. Nonfat dry milk. (In Chicago daily news, Aug. 7, 1958, p.24) Appl. author: Josephine Walsh. © 7Aug58; KK137243.

New TV favorite of the buckaroos; candy popcorn. Instant nonfat dry milk. (In Post advocate, Alhambra, Calif., Oct. 9, 1958, p.3B) Appl. author: Elaine Pautler. © 9Oct58; KK139311.

Pumpkin pie with a new look and new flavor. Pumpkin nut pie. Evaporated milk. (In The St. Louis argus, Nov. 7, 1958, p.3) Appl. author: Elaine Pautler. © 7Nov58; KK139545.

Rich, creamy flavor at low, low cost; Justo, use just like milk or cream. (In Daily news-democrat, Aug. 7, 1958, p.5) Appl. author: Mary Helen Wilson. © 7Aug58; KK137052.

Simply elegant; mix-and-shape fruit-cake fancies. Evaporated milk. (In Better homes & gardens, Dec. 1958, p.83) Appl. author: Josephine Walsh. © 26Nov58; KK139370.

Smoothest ever; ice cream sauces easy as stirring. Double-rich Pet milk and Jell-O instant puddings make them sundae-good. Chocolate sauce [and 2 other] sauces. (In Family weekly, June 29, 1958, p.6) Appl. author: Josephine Walsh. © 29Jun58; KK136277.

Top it with whipped Justo for expensive creamy flavor at low cost. (In The Aurora advertiser, May 15, 1958, p.4) Appl. author: Mary Helen Wilson. © 15May58; KK135498.

Whipped cream luxury for about 1/6 the cost; Justo, use just like milk or cream. (In Carthage evening press, May 22, 1958, p.3-B) Appl. author: Mary Helen Wilson. © 22May58; KK137242.

Whipped cream luxury for about 1/6 the cost; Justo, use just like milk or cream. (In Daily American republic, Aug. 21, 1958, p.4B) Appl. author: Mary Helen Wilson. © 21Aug58; KK137148.

Whipped cream luxury for about 1/6 the cost; Justo, use just like milk or cream. (In The Southeast Missourian, June 11, 1958, p.1B) Appl. author: Mary Helen Wilson. © 11Jun58; KK138066.

Whipped cream luxury for about 1/6 the cost; Justo, use just like milk or cream. (In Webb City daily sentinel, May 20, 1958, p.3) Appl. author: Mary Helen Wilson. © 20May58; KK137361.

Wife of club manager ... Mrs. Joel Mattison of Washington, D. C., says: At our house, good cooking means cooking with Pet. Evaporated milk. (In Chicago defender, May 24, 1958, p.3) Appl. author: Elaine Pautler. © 24May58; KK136672.

Wife of newspaper editor ... Mrs. Bennie G. Rodgers of St. Louis says: My mother always depended on Pet milk and so do I. Evaporated milk. (In Chicago defender, June 21, 1958, p.15) Appl. author: Elaine Pautler. © 21Jun58; KK136673.

Your arithmetic tells our story; how Pet instant can effect tremendous savings on your milk bill. Instant nonfat dry milk. (In Journal of the American Dietetic Assn., Oct. 1958, p.1123) Appl. author: Elaine Pautler. © 26Sep58; KK138709.

PETER PAN FOUNDATIONS, INC. ©

Unleashed; Peter Pan Tiger. The most inspired advance in girdle design. (In Corset & underwear review, Sept. 1958, p.32-33) © 1Sep58; KK137687.

PETRICK, RICHARD P. d.b.a. STA-RIGHT CO. SEE Sta-Right Co.

PFAFF INTERNATIONAL CORP. ©

Now, you can make this dress in less time than it takes to shop; new Pfaff automatic Dial-A-Stitch. Appl. author: Dancer-Fitzgerald-Sample, Inc. © 20Aug58; KK138774.

PFAUDLER PERMUTIT, INC. ©

New from Permutit, a low-cost, high capacity filter-softener. Model TDS. © 7Nov58; KK138784.

New from Permutit: an automatic oxidizing filter to remove iron and hydrogen sulfide. Model SAO-12. © 2Sep58; KK136857.

Permutit automatic water softener. Models DUOESQ 20 and 28. NM: revision. © 15Apr58; KK135454.

Permutit model MP-12 purifier; removes bad taste and odor from water. © 7Nov58; KK138787.

Permutit models DNF-12 and DNF-15 neutralizing filters stop pipe corrosion due to acid water, remove dirt. © 7Nov58; KK138783.

Permutit's model DSQ-9; lowest cost, semi-automatic filter-softener. © 7Nov58; KK138786.

Permutit's model TDS; modern, low-cost, semi-automatic filter-softener. © 7Nov58; KK138785.

Wonderful soft water the Permutit way. © 15Oct58; KK138264.

PHARMA CRAFT CORP. ©

Antiseptic cream tested in government hospital; instantly soothes burning feet, stops athlete's foot, skin itch. Ting. (In RN, Sept. 1958, p.26) © 25Aug58; KK139329.

Athlete's foot itch? At first sign ... use Ting medicated cream. (In Sunday Oklahoman magazine (The Daily Oklahoman) Aug. 10, 1958, p.15) © 10Aug58; KK139302.

Coldene catches your cold in any of its 5 stages; Coldene, the liquid cold medicine. (In Life, Sept. 29, 1958, p.106) Appl. author: J. Walter Thompson Co. © 25Sep58; KK138055.

The 5 stages of the common cold and how to attack each symptom; Coldene, the liquid cold medicine. (In Life, Oct. 6, 1958, p.58) Appl. author: J. Walter Thompson Co. © 20Oct58; KK138056.

For colds; good, better, best. Coldene tablets. (In Look, Oct. 28, 1958, p.4) Appl. author: J. Walter Thompson Co. © 28Oct58; KK138771.

Fungi-killing cream a must for locker room first-aid; instant relief for athlete's foot itch. Ting. (In Journal of health-physical education-recreation, Sept. 1958, p.84) © 15Sep58; KK139331.

Good, better, best; for colds ... two aspirin tablets are more effective than one. But ... take two Coldene tablets every three hours. (In Time, Oct. 27, 1958, p.30) Appl. author: J. Walter Thompson Co. © 22Oct58; KK138767.

How government hospital stopped athlete's foot itch; at first sign ... use amazing Ting medicated cream. (In Fort Wayne news sentinel, May 17, 1958, p.7) © 17May58; KK135650.

Instant relief for athlete's foot itch; amazing medicated cream destroys fungi on 60-second contact. Ting. (In Employee recreation, Sept. 1958, p.14) © 2Sep58; KK139330.

PHARMACO, INC. ©

Now, a new cold medicine for night ... plus a daytime medicine for pep and fast cold relief; Control 24. (In The Evening sun, Baltimore, Oct. 20, 1958, p.19) Appl. author: Ellington & Co., Inc. © 20Oct58; KK138951.

PHILLIPS, ALFRED N. ©

Flying Cloud seagoing tray. © 7Oct58; KK138256.

PIEL BROS. ©

Announcing your Piel's barrels of money sweepstakes; light beer. Why the barrel, Bert? Showmanship, Harry. (In Grocer-graphic, May 19, 1958, p.23) Appl. author: Young & Rubicam, Inc. © 19May58; KK136381.

Cold beer; light beer; on draught. Appl. author: Young & Rubicam, Inc. © 9Apr58; KK135686.

Everything looks better on Andrea T.V. Bert & Harry Piel. Andrea sharp-focus television. Appl. author: Young & Rubicam, Inc. © 14May58; KK135447.

Get rich in the Bert and Harry Piel barrels of money sweepstakes. Why the barrel, Bert? Just practicing, Harry. (In New York Journal-American, May 21, 1958, p.42) Appl. author: Young & Rubicam, Inc. © 21May58; KK136382.

Get the most from the biggest beer promotion of the year. Bert & Harry Piel barrels of money sweepstakes. No.2020. Appl. author: Young & Rubicam, Inc. © 13May58; KK136379.

I'm Harry Piel. Call me Bert. Appl. author: Young & Rubicam, Inc. © 15Jun56; KK138408.

My brother and I would like to thank you for ordering our delicious brew. Set of nine coasters. Appl. author: Young & Rubicam, Inc. © 15Apr57; KK139003.

Piels Corner Store, Bert and Harry, props. Everything from soup to nuts. Piels light beer. Appl. author: Young & Rubicam, Inc. © 3Mar58; KK137769.

Piels light beer. Come back and see us again. Display no.18. Appl. author: Young & Rubicam, Inc. © 15Dec57; KK138424.

Piels light beer. Fail. Appl. author: Young & Rubicam, Inc. © 11Aug58; KK137715.

Take home. Light beer. [Bert & Harry] Piel. No.23. Appl. author: Young & Rubicam, Inc. © 15Jul58; KK136410.

Take home our handy bag of Piels. 2 quart shopper. The beer with a barrel of flavor. Appl. author: Young & Rubicam, Inc. © 5Sep58; KK138412.

Thanks for your patronage; stack your Piels right here. Light beer. [Harry & Bert] Piel. Appl. author: Young & Rubicam, Inc. © 18Jun58; KK136408.

Try Piels next time. Even the foam tastes better. [Harry & Bert] Piel. Appl. author: Young & Rubicam, Inc. © 17Jun58; KK136411.

Up to \$104,000 in prizes. Bert and Harry Piel barrels of money sweepstakes. Just guess how much money is in the barrel. Light beer. No.15. Appl. author: Young & Rubicam, Inc. © 13May58; KK136409.

Up to \$104,000 in prizes. Enter Bert and Harry Piel barrels of money sweepstakes. No.17. Appl. author: Young & Rubicam, Inc. © 13May58; KK136377.

Up to \$104,000 in prizes; enter now. Bert and Harry Piel barrels of money sweepstakes. No.2011. Appl. author: Young & Rubicam, Inc. © 13May58; KK136378.

What are we drawing, Bert? Customers, Harry, what else? Terrytoons takes pride in the animation it has done for Piel Bros. (In Broadcasting, July 7, 1958, p.44-45) Appl. author: Young & Rubicam, Inc. © 7Jul58; KK136380.

What are you writing, Bert? I'm signing the company check to that ... Greater New York Fund, Harry. Appl. author: Young & Rubicam, Inc. © 2Jun58; KK136383.

You are on your honor to use these coasters only with Piels light beer; a gift from Bert and Harry. Appl. author: Young & Rubicam, Inc. © 13Mar58; KK137411.

PILLSBURY MILLS, INC. ©
Pillsbury Best XXXX buttermilk buckwheat mix for pancakes and waffles. 1 lb. net wt. Appl. states prev. pub. KK119815. NM: additions & revision. © 10Jul58; KK136489.

Pillsbury Best XXXX buttermilk pancake mix; for waffles, too. 1 lb. net wt. Appl. states prev. pub. KK119689. NM: additions & revision. © 10Jul58; KK136490.

Quick caramel nut rolls; Best XXXX. Makes 8. Net wt. 11.8 oz. Appl. states prev. pub. KK119690-119691. NM: new art work & directions. © 26Apr58; KK136220.

PILOT LIFE INSURANCE CO. ©
Close corporation. Appl. author: C. R. Andrews. © 1Jul58; KK136795.

Key man. Appl. author: C. R. Andrews. © 1Jul58; KK136794.

Partnership. Appl. author: C. R. Andrews. © 1Jul58; KK136792.

Sole proprietor. Appl. author: C. R. Andrews. © 1Jul58; KK136793.

PINDYCK (CHARLES) INC. ©
The most versatile baby blanket; Carldyke. Plaid blanket for baby. Royal [and 5 other patterns] (In Infants' & children's review, Aug. 1958, p.35-36) Appl. author: J. W. Bolland, Bolland-McNary, Inc. © 11Aug58; KK137931.

PIONEER HI-BRED CORN CO. ©
Hy-Line precision genetics creates a harder-working layer; earned 98¢ extra income per bird. (In Better farming methods, Sept. 1958, p.17) Appl. author: Clarence L. Strock. © 1Sep58; KK139291.

Hy-Line precision genetics creates a harder-working layer; new 934 series white-egg layers. (In Poultry tribute, Sept. 1958, p.26-27) Appl. author: Clarence L. Strock. © 25Aug58; KK139290.

Hy-Line white egg layers, products of precision genetics. Hy-Line 934 series white-egg layers. Appl. author: Dean Carpenter. © 28Jul58; KK136805.

PIONEER PRESS.
Old, original Wells, Fargo & Co. reward posters. Now ... exact facsimiles. 12 posters. © Martin Rywell d.b.a. Pioneer Press; 11Jul58; KK136185.

PITNEY-BOWES, INC. ©
Postal rates and information; August 1, 1958. Appl. author: Richard K. Jewett. NM: revision & additions. © 1Aug58; KK137239.

PITTSBURGH PLATE GLASS CO. ©
Ballet Russe de Monte Carlo uses new high-fidelity mirrors. (In Life, July 14, 1958, p.83) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 11Jul58; KK136879.

Design of the month.
July 1958. © 15Jul58; KK135748.
Aug. 1958. © 18Aug58; KK136559.
Sept. 1958. © 26Aug58; KK136790.
Oct. 1958. © 24Sep58; KK137389.
Nov. 1958. © 25Nov58; KK139148.
Dec. 1958. © 1Dec58; KK139149.

Now, get famous high-fidelity mirrors like those used by the Ballet Russe de Monte Carlo. (In The Saturday evening post, Aug. 30, 1958, p.3 of cover) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 26Aug58; KK137871.

PLAIN & FANCY DUTCH PRODUCTS.
Pennsylvania Dutch clover honey. Net wt. 16 ozs. © Albert W. Taft d.b.a. Plain & Fancy Dutch Products; 19Nov58; KK139603.

PLANT SHINE CO. ©
Free deal to introduce Schultz-Instant plant food 70; when empty, use as dispenser for mustard. 20-30-20. 1 doz. PF 70. Appl. author: A. Y. Schultz. © 1Aug58; KK136269.

PLANT SHINE CO., division of SCHULTZ CO. SEE Schultz Co.

PLASTIC CONTACT LENS CO. ©
Handle with care, I'm watching you. © 11Nov58; KK138954.

PLASTIC PRODUCTS CO. ©
Plastoid, Plasto-Meric sealing compound. Contains 3/4 U. S. quart. © 5Sep57; KK137541.

PLASTI-KOTE, INC. ©
Car Color, touch-up spray. Lacquer; enamel. 1001 uses for home and auto. 8 oz. net wt. © 15Jul58; KK136282.

PLATT & MUNK CO., INC. ©
Around the house sewing cards. Artist: Doris Stolberg. No.310C. © 23Sep58; KK138941.

Paint without paints. Artist: Lucille Wallace. Red box. No.121. 4 invisible color paint books. © 15May58; KK137357.

Paint without paints. Signed: Lucille Wallace. Blue box. No.120. 4 invisible color paint books. © 15May58; KK137356.

Paint without paints. Signed: Lucille Wallace. Orange box. No.125. 4 invisible color paint books. © 15May58; KK137359.

Paint without paints. Signed: Lucille Wallace. Yellow box. No.123. 4 invisible color paint books. © 15May58; KK137358.

Star re-color cards. Artist: Evelyn Urbanowich. Red box. No.75A. 20 pictures to color again and again. © 23Sep58; KK138943.

Star re-color cards. Artist: Evelyn Urbanowich. Yellow box. No.75B. 20 pictures to color again and again. © 23Sep58; KK138942.

PLUMBING, HEATING & AIR CONDITIONING COUNCIL OF SANTA CLARA COUNTY. ©
Don't just stand there, call a plumber; a licensed contractor, of course. Appl. author: David Olen. © 7Jul58; KK136329.

Don't just stand there, call a plumber; a licensed contractor, of course. [Couple standing in flooded kitchen; little boy; boat] (In San Jose mercury-news, Nov. 2, 1958, p.37) Appl. author: David Olen Advertising. © 2Nov58; KK138649.

Don't just stand there, call a plumber; a licensed contractor, of course. [Diver in tank; little boy] (In Gilroy evening dispatch, Oct. 8, 1958, p.4) Appl. author: David Olen Advertising. © 8Oct58; KK138383.

Don't just stand there, call a plumber; a licensed contractor, of course. [Little boy standing on dripping steps, holding boat] (In San Jose mercury-news, Aug. 3, 1958, p.27) Appl. author: David Olen Advertising. © 3Aug58; KK137970.

Don't just stand there, call a plumber; a licensed contractor, of course. [Man holding cloth around leaking pipe; little boy with boat] (In San Jose mercury-news, Sept. 7, 1958, p.33) Appl. author: David Olen Advertising. © 7Sep58; KK138725.

PLUTO DOG FURNISHINGS, INC. ©

Pet dealers best friend. Rudolph M. Grifford [and] Paul Spoust present catalogue no.40. Sterilized natural bone [and other products] © 30Aug58; KK138054.

POHANKA OLDSMOBILE. ©

Of course, I drive Fiat. Diplomats. (In The Evening star, Sept. 22, 1958, p.A-2) © 22Sep58; KK137753.

POLK BROS., INC. ©

Are Americans too silent? For ... you haven't really shopped until you've shopped at Polk's. (In Chicago daily tribune, Feb. 17, 1958, p.5) © 17Feb58; KK135784.

Case of the confused lady. You confuse me, a lady said, as she surveyed the 63 different washing machines on our sales floor. (In Chicago daily tribune, Feb. 19, 1958, p.8) © 19Feb58; KK135782.

Final exams for furniture. (In Chicago daily tribune, Feb. 5, 1958, p.12) © 5Feb58; KK135787.

Free baby sitting service. If you've ever tried to shop with your squirmy baby ... you'll appreciate our stroller service. (In Chicago daily tribune, Feb. 10, 1958, p.1) © 10Feb58; KK135786.

Know where we can get a thousand used air conditioners? (In Chicago daily tribune, Feb. 24, 1958, p.6) © 24Feb58; KK135783.

Our hats are off to General Electric, Sunbeam and Toastmaster. (In Chicago daily news, Feb. 28, 1958, p.5) © 28Feb58; KK135789.

Trade while it's still alive; but now it's true again of your appliances. (In Chicago daily news, May 9, 1958, p.11) © 9May58; KK135790.

Trying on a refrigerator. (In Chicago daily tribune, Feb. 26, 1958, p.9) © 26Feb58; KK135781.

What does your furniture say? (In Chicago daily tribune, Feb. 12, 1958, p.6) © 12Feb58; KK135785.

While you slept last night; loaded enough furniture, appliances and carpeting into them to furnish a village. (In Chicago daily tribune, Feb. 3, 1958, p.10) © 3Feb58; KK135788.

POLLATSEK, MIRIAM R. ©

New, pre-printed bulletin forms in color from Idea Art; 21 unusual stationery forms. No.601 [and 20 other styles] © 29Jun58; KK136229.

POND'S GOOD GROOMING SERVICE. ©

I go in for sports quite a lot. (Young ideas from Polly Ponds, 7) (In Evening leader, Lehigh, Pa., Apr. 18, 1958, p.2) Appl. author: J. Walter Thompson Co. © 18Apr58; KK135390.

I have shadows under my eyes. (Young ideas from Polly Ponds, 5) (In Postoria review-times, Apr. 1, 1958, p.2) Appl. author: J. Walter Thompson Co. © 1Apr58; KK135389.

I'm inclined to be round-shouldered. (Young ideas from Polly Ponds, 6) (In Amesbury daily news, Mar. 31, 1958, p.4) Appl. author: J. Walter Thompson Co. © 31Mar58; KK135388.

I'm twenty pounds overweight. (Young ideas from Polly Ponds, 8) (In Daily local news, Mechanicsburg, May 7, 1958, p.2) Appl. author: J. Walter Thompson Co. © 7May58; KK135391.

My complexion is usually pretty clear. (Young ideas from Polly Ponds, 1) (In The Daily Iberian, New Iberia, La., May 17, 1958, p.5) Appl. author: J. Walter Thompson Co. © 17May58; KK135392.

My eyelashes are so light. (Young ideas from Polly Ponds, 3) (In Catskill daily mail, Mar. 22, 1958, p.4) Appl. author: J. Walter Thompson Co. © 22Mar58; KK135387.

POPE (FRANCOIS) & SONS FOODS, INC. ©

Italian spaghetti sauce with mushrooms. Pre-cooked; heat & serve. Net wt 14 oz. © 15Aug58; KK137706.

POST, GEORGE VINCENT. ©

Looking for an item that will build its own sales? Here it is, the Jonny library for solo readers; this very useful bathroom literature rack is really attractive. © 21Jan58; KK136417.

PRECISION PLASTICS CO. ©

Trophy kits; all-plastic construction kit, complete with mounting base. American bald eagle. B301-180. © 1Aug58; KK139042.

Trophy kits; assembly and painting instructions. American bald eagle. © 1Aug58; KK139041.

PREMIUM SERVICING CO., INC. ©

Insurance premium installment note. © 7Oct58; KK138181.

Notice of acceptance of premium budget contract. © 7Oct58; KK138180.

PRESCOTT (J. L.) CO. ©

Dazzle liquid detergent. For dishes; for fine fabrics. 22 fl. ozs. NM: "new text." © 9Apr58; KK137427.

PRESSNER (M.) & CO., INC. ©

1958 catalog. Importers and manufacturers of toys, games, puzzles. © 26May58; KK135464.

PRITIKIN, L. R., sole owner, CERTIFIED

PROF. PROD. LAB. SEE Certified Prof. Prod. Lab.

PROCTER & GAMBLE CO. ©

Any Mrs. loves Mr. Clean; Procter & Gamble's new all-purpose liquid cleaner. (In Syracuse post-standard pictorial, July 20, 1958, p.7) Appl. author: Tatham-Laird, Inc. © 20Jul58; KK136275.

Babies love Mr. Clean. Procter & Gamble's new, all-purpose liquid cleaner. (In Syracuse post-standard pictorial, June 29, 1958, p.7) Appl. author: Tatham-Laird, Inc. © 29Jun58; KK135608.

Brides love Mr. Clean; Procter & Gamble's new all-purpose liquid cleaner. (In Syracuse post-standard pictorial, Aug. 10, 1958, p.15) Appl. author: Tatham-Laird, Inc. © 10Aug58; KK136816.

Dad loves Mr. Clean; Procter & Gamble's new, all-purpose liquid cleaner. (In Syracuse post-standard pictorial, Sept. 21, 1958, p.23) Appl. author: Tatham-Laird, Inc. © 21Sep58; KK137719.

Discover new softness for hands every time you do dishes; Ivory Liquid. [Woman's hands holding plate under suds in water] (In Providence Sunday journal, May 25, 1958, supplement, p.24) © 25May58; KK135947.

Discover new softness for hands every time you do dishes; Ivory Liquid. [Woman's hands holding suds] (In Providence Sunday journal, June 8, 1958, roto supplement, p.9) © 8Jun58; KK135946.

Discover new softness for hands every time you do dishes; Ivory Liquid detergent. (In Providence Sunday journal, July 27, 1958, roto magazine section, p.3) © 27Jul58; KK136927.

Grandmothers love Mr. Clean; Procter & Gamble's new all-purpose liquid cleaner. (In Syracuse post-standard pictorial, Aug. 31, 1958, p.7) Appl. author: Tatham-Laird, Inc. © 31Aug58; KK137272.

How wonderful, now hands that do dishes can feel soft as your face; Ivory Liquid detergent. (In Providence Sunday journal, Aug. 10, 1958, roto magazine section, p.9) © 10Aug58; KK136926.

Look, pins make it easy, rods make it last; new twice-a-year Pin-It brings you the very best of both waving methods. Permanent. (In Ladies' home journal, Aug. 1958, p.4 of cover) Appl. author: Grey Advertising Agency, Inc. © 29Jul58; KK136930.

People love Mr. Clean; Procter & Gamble's new all-purpose liquid cleaner. (In Syracuse post-standard pictorial, Oct. 12, 1958, p.15) Appl. author: Tatham-Laird, Inc. © 12Oct58; KK138197.

PRODUCT SALES.

Sun-brero. 101 styles for \$1. Style it yourself hat for garden, desert and beachwear. © Gustave S. Duschne d.b.a. Product Sales; 13Aug58; KK136374.

PROMOTION TOYS CO. ©

The original Frontier Defender western walking stick; solid wood. © 11Oct58; KK139118.

PRO-MOTIONAL GIMMICKS.

Directions for assembly and operation. Blue bird on house. © Pro-Motional Gimmicks, Louis H. Sims, sole owner; 28Aug58; KK136738.

Directions for assembly and operation. Eskimo. © Pro-Motional Gimmicks, Louis H. Sims, sole owner; 28Aug58; KK136737.

Directions for assembly and operation. Fig. © Pro-Motional Gimmicks, Louis H. Sims, sole owner; 28Aug58; KK138877.

Here's your happy clown; he jumps, waves & eats your favorite ice cream. Directions for assembly and operation. © Pro-Motional Gimmicks, Louis H. Sims, sole owner; 28Aug58; KK136740.

I jump and shout for joy; I'm your flame; natural gas, your magic servant. Directions for assembly and operation. © Pro-Motional Gimmicks, Louis H. Sims, sole owner; 28Aug58; KK136735.

Meet Mr. Hot Plug. Directions for assembly and operation. © Pro-Motional Gimmicks, Louis H. Sims, sole owner; 28Aug58; KK136734.

Menu; eating is tops. Cutout and assemble, pull string for fun. Drake. © Pro-Motional Gimmicks, Louis H. Sims, sole owner; 28Aug58; KK136739.

Menu; I'm tasty. Directions for assembly and operation. [Chef] © Pro-Motional Gimmicks, Louis H. Sims, sole owner; 28Aug58; KK136741.

Protect your future. Directions for assembly and operation. Space man. © Pro-Motional Gimmicks, Louis H. Sims, sole owner; 28Aug58; KK136736.

PROSPERITY CO. ©

Geared for the fast service and better cleaning your customers demand; new Prosperity dry cleaning system. Model 12-C dry cleaning unit [and 2 other machines] (In American drycleaner, Aug. 1958, p.23) Appl. author: Barlow Advertising Agency. © 15Aug58; KK137122.

Here's the faster, better dry cleaning your customers demand; amazing new Prosperity dry cleaning system. Model super 7-C; 845; Econo-Miser. (In Cleaning laundry world, Aug. 1958, p.11) Appl. author: Barlow Advertising Agency. © 8Aug58; KK136669.

Highest rate of profit; the Prosperity advanced standard 2-girl shirt finishing unit. (In American laundry digest, Aug. 15, 1958, p.37) Appl. author: Barlow Advertising Agency. © 15Aug58; KK137124.

Operator laying time in shirt folding only 6 seconds on the new, improved fully automatic shirt folder, complete with ... Sleeping Collar shaper. Model AFM-3; FM2 automatic. (In Cleaning laundry world, Aug. 1958, p.7) Appl. author: Barlow Advertising Agency. © 8Aug58; KK136668.

Presses 6 more pants per hour; new Prosperity dry cleaner's utility press. (In American drycleaner, Aug. 1958, p.25) Appl. author: Barlow Advertising Agency. © 15Aug58; KK137121.

10 more custom finished shirts per hour ... with the new Prosperity cabinet unit. (In Starchroom laundry journal, Aug. 1958, p.19) Appl. author: Barlow Advertising Agency. © 15Aug58; KK137123.

You progress, produce and profit more with Prosperity. You're bound to progress with Prosperity, the leader in new developments for laundering and dry cleaning. (In Cleaning laundry world, Aug. 1958, p.9) Appl. author: Barlow Advertising Agency. © 8Aug58; KK136667.

PUBLISHERS CLEARING HOUSE.

Customer bulletin; America's finest magazines for young and old at money-saving prices. © Publishers Clearing House, Harold E. Mertz, general partner; 1Aug58; KK136788.

For friends of Clearing House customers; special offer. The savings stamps below are worth money to you. © Publishers Clearing House, a limited partnership, Harold E. Mertz, general partner; 1Aug58; KK136787.

Your favorite magazines at savings up to 50%; special introductory offer. © Publishers Clearing House, Harold E. Mertz, general partner; 1Aug58; KK136789.

PULLMAN VACUUM CLEANER CORP. ©

Cleaning closet on wheels; introducing the cleaning, scrubbing, drying, dusting, polishing Vacmobile; new industrial power cleaner. JB 90 CV. Appl. author: Saul A. Fern. © 10Sep58; KK138303.

Extra heavy duty vacuum cleaner for continuous service at garages, car laundries; Vacmobile, with exclusive Accordion hose. Model JB-252 AV. Appl. author: Saul A. Fern. © 10Aug58; KK138305.

Industrial vacuum cleaner, Vacmobile; power cleaning. Accordion hose. Model JB 90 CV [two other models &] equipment. Appl. author: Saul A. Fern. © 10Sep58; KK138304.

Vacmobile, power cleaning for service stations. Model JB-90 AV. Appl. author: Saul A. Fern. © 10Sep58; KK138622.

Vacmobile, power cleaning for service stations. Model JB-90 AV. Appl. author: Saul Alden Fern. NM: revision & additions. © 25Aug58; KK138226.

PUREX CORP., LTD. ©

At last, a safe dry chlorine bleach that beats any liquid bleach; Beads-0'-Bleach. Forget these liquid bleach headaches. (In Life, Oct. 20, 1958, p.81) Appl. author: Foote, Cone & Belding. © 16Oct58; KK139401.

At last, a safe dry chlorine bleach that beats any liquid bleach; Beads-0'-Bleach. (In Life, July 14, 1958, p.85) Appl. author: Foote, Cone & Belding. © 10Jul58; KK135827.

Forget liquid bleach, headaches; new, a safe, dry chlorine bleach that beats any liquid bleach. Beads-0'-Bleach. (In Parents' magazine, Oct. 1958, p.155) Appl. author: Foote, Cone & Belding. © 25Sep58; KK139413.

Never before has Purex offered you more; new products, new promotions, new advertising power. King size liquid Trend [and 5 other] products. (In Chain store age, July 1958, p.240-241) Appl. author: Foote, Cone & Belding. © 1Jul58; KK139414.

New, a safe dry chlorine bleach that beats any liquid bleach; Beads-0'-Bleach. Special ... 216 quality buttons only 50¢. (In Life, Sept. 15, 1958, p.102-103) Appl. author: Foote, Cone & Belding. © 11Sep58; KK139402.

New, the only bleach bottle made to fit your hand; new coffee pot handle. (In Los Angeles times, July 13, 1958, comics, p.8) Appl. author: Foote, Cone & Belding. © 12Jul58; KK135887.

New, the only bleach bottle made to fit your hand; new coffee pot handle. Purex bleach. (In Los Angeles times, July 20, 1958, comics, p.8) Appl. author: Foote, Cone & Belding. © 19Jul58; KK136503.

Q**QUAKER VALLEY INDUSTRIES, INC. ©**

Educational triangles; play while you learn. Appl. author: F. Ernest Allen. © 29Aug58; KK138396.

QUALITY BAKERS OF AMERICA COOPERATIVE, INC. ©

Bread with a bonus; Stroehmann's Sunbeam. Boy looking over woman's shoulder. (In Binghamton press) © 18Mar58; KK135851.

Bread with a bonus; Stroehmann's Sunbeam. Boy with loaf on head. (In Binghamton press, Mar. 10, 1958, p.16) © 10Mar58; KK135850.

Here's why you should look for Miss Sunbeam; Sunbeam bread. (In Parents' magazine, June 1958, p.84) © 29May58; KK135561.

Miss Sunbeam says: Meals on wheels time is here. Sunbeam bread. (In Look, June 1958, p.53) © 10Jun58; KK135562.

Miss Sunbeam's meals on wheels promotion. Sunbeam bread, Coca-Cola [and 3 other] products. (In Naragus bulletin, May 1958, p.55) © 5May58; KK135560.

Mothers, here's the truth about bread for your family; Sunbeam. (In The Boston daily globe, Oct. 20, 1958, p.4-5) © 20Oct58; KK138338.

Mothers, to give your family the best, look for Miss Sunbeam, symbol of America's finest baked foods; Sunbeam bread. (In Parents' magazine, May 1957, p.126) © 29Apr57; KK136372.

Sunbeam bonus; Sunbeam enriched bread. © 30Jul58; KK138631.

Sunbeam stone ground wheat bread. Weight 1 lb. © 13Nov56; KK138944.

Why Miss Sunbeam is the perfect companion for all your foods; reach for Sunbeam bread. (In The Saturday evening post, Sept. 20, 1958, p.115) © 16Sep58; KK137438.

QUALITY-CRAFT PRODUCTS.

Blast-Off; an exciting new space age game for all ages. © Quality Craft Products, a partnership composed of Jay Moore & John Ridley Lewis; 10Jul58; KK136060.

QUICKEE PRODUCTS, INC. ©

New products, new packaging, new bigger profits with Quickee specialized cleaners; for hands, for floors, for walls. Waterless cream hand cleaner [and other products] Appl. author: William J. Leffler. © 27Oct58; KK138538.

Quickee introduces 2 great new profit-makers in this sensational four-plus free deal with \$2,000.00 in sweepstakes prizes. Cream hand cleaner, wall tile cleaner, floor tile stain remover, cream waterless hand cleaner. Appl. author: William J. Leffler. © 7Oct58; KK137985.

Specialized cleaners now on TV; for hands, for floors, for walls. Appl. author: William J. Leffler. © 7Oct58; KK137984.

R**R & H FOODS. ©**

Ticos. Appl. author: Walter Haddad. © 14May58; KK135905.

RADO-MATIC CORP. ©

Coming home is so much easier, safer, with Rolo-matic, today's most advanced electronic garage door operator. NM: additions. © 11Aug58; KK139289.

New Rolo-Matic electronic garage door operator. Rolo-Matic model CP-TD. © 7Jul58; KK138397.

RAINBOW CRAFTS, INC. ©

The original Play-Doh little baker's set; modeling dough. Dough-colored Play-Doh with genuine mirror aluminum. 12 piece set. © 30Jun58; KK136156.

RAMSEY CORP. ©

Now, Ramco's new 2-step double sure profit program ... sales push for 1958 makes Ramco jobbers double sure to be piston ring headquarters. 10 Up. (In Jobbers news (Motor service), June 1958, insert) Appl. author: Hanson & Stevens, Inc. © 15Jun58; KK135417.

Smart motorists want Ramco re-powering for longer engine life. Chrome C-9 oil rings; chrome spiro-seal oil rings. Double sure Ramco 10-Up sets. (In Southern automotive, June 1958, p.4 of cover) Appl. author: Hanson & Stevens, Inc. © 6Jun58; KK136547.

Smart motorists want Ramco repowering for that new car power. Chrome C-9 oil rings; chrome spiro-seal oil rings. Double sure Ramco 10-Up sets. (In Southern automotive journal, July 1958, p.3 of cover) Appl. author: Hanson & Stevens, Inc. © 6Jul58; KK137962.

RAMSEY CORP. Cont'd.

Smart motorists want Ramco repowering to stop oil pumping fast. Chrome C-9; chrome spiro-seal. Double sure Ramco 10-Up sets. (In Southern automotive journal, Aug. 1958, p.4 of cover) Appl. author: Hanson & Stevens, Inc. © 6Aug58; KK137963.

RAPID ELECTRIC SERVICE. ©

Dial-A-Price; price sheet. 8/11/58. © 1Aug58; KK137898.

RAPP (CULLEN) STUDIOS. ©

New, sculptured nursery pictures in full color. [Humpty Dumpty & 3 other] pictures. © 22Sep58; KK138051.

RAPP (CULLEN) STUDIOS, INC. ©

Growup stick. © 22Sep58; KK137964. Kiddie pin-ups. P1-P4. © 22Sep58; KK137965.

RAPP-RAMSEY CO. ©

Bit-a-Vita, delicious vitamin, mineral enriched chocolate and butterscotch wafers. Contents - 30 vitamin wafers. Net weight one pound. Appl. author: Ohio Boxboard Co. © 10Jul58; KK136713.

New Dextol, the all-laundry bleach; regular. Net weight 14.25 ozs. Appl. author: Ohio Boxboard Co. © 21Jul58; KK136711.

New Perflex, multi-purpose cleaner; for all washable surfaces. Net weight 14 oz. Appl. author: Alton Boxboard Co. © 23Jul58; KK136712.

READ STANDARD, division of CAPITOL PRODUCTS CORP. SEE Capitol Products Corp.

READY HUNG DOOR CORP. ©

Open the doorway to savings in home building; packaged door and frame units. Form no. 3340-C. © 12Nov58; KK139418.

REAL PROPERTY INVESTMENTS, INC. ©

The RPI plan, a tax-sheltered investment-savings program. © 10Oct58; KK138666.

REAL THINGS, INC. ©

Rattlesnake rattle; a Real thing. © 4Aug58; KK136497.

REAP, INC. ©

Strait-Gro kit; helps plants grow straight. Appl. author: Robert E. Porter. © 5Aug58; KK138129.

REARDON CO. ©

And I had to find out the hard way about wet basement walls; what I needed was Bondex cement paint. (In American paint & wallpaper dealer, Aug. 1957, p.21) Appl. author: D'Arcy Advertising Co. © 1Aug57; KK137289.

The busiest paint in the business; Dramex texture finish. Bull's-eye. (In American paint & wallpaper dealer, Sept. 1957, p.69) Appl. author: D'Arcy Advertising Co. © 1Sep57; KK137290.

The busiest paint in the business; Dramex texture finish. Paint brushes. (In American paint & wallpaper dealer, Aug. 1957, p.53) Appl. author: D'Arcy Advertising Co. © 1Aug57; KK137288.

The busiest paint in the business; Dramex texture paint. Dollar sign. (In American paint & wallpaper dealer, Oct. 1957, p.49) Appl. author: D'Arcy Advertising Co. © 1Oct57; KK137278.

Cut your investment by 70%, cut your shelf space by 65%; revolutionary new tinting system. Bondex, Bondex heavy duty, Dramex, and Dramex ready-mixed. Top fashion colors. (In Hardware retailer, Apr. 1958, p.158-159) Appl. author: D'Arcy Advertising Co. © 1Apr58; KK137532.

Cut your investment by 70%, cut your shelf space by 65%; revolutionary new tinting system tints Bondex, Bondex heavy duty, Dramex and Dramex ready-mixed. Top fashion colors. (In Hardware retailer, Mar. 1958, p.198-199) Appl. author: D'Arcy Advertising Co. © 1Mar58; KK137558.

Got water in the basement? Remember there's a Bondex product for every waterproofing problem. Sea captain pointing to man at basement door. (In St. Louis post-dispatch, Sept. 26, 1958, pt.3, p.7C) Appl. author: D'Arcy Advertising Co. © 26Sep58; KK137607.

New, ready to use; new Resurfo, spackling paste. (In American paint & wallpaper dealer, May 1957, p.75) Appl. author: D'Arcy Advertising Co. © 1May57; KK137284.

No, no, no, no, no. Yes, his walls were so damp and musty he should have been told about Bondex cement paint. (In American paint & wallpaper dealer, July 1957, p.4 of cover) Appl. author: D'Arcy Advertising Co. © 1Jul57; KK137287.

Nobody told him; you know better, so tell him about Bondex cement paint. (In American paint & wallpaper dealer, Apr. 1957, p.24) Appl. author: D'Arcy Advertising Co. © 1Apr57; KK137282.

Not again; make him smile ... tell him about Bondex heavy duty with the double waterproofed formula that stops water penetration. (In American paint & wallpaper dealer, May 1957, p.59) Appl. author: D'Arcy Advertising Co. © 1May57; KK137283.

Now silicone joins the Bondex line; new proof against water penetration; Bondex Silicone, clear water repellent for exterior above-grade masonry. (In American paint & wallpaper dealer, June 1957, p.3 of cover) Appl. author: D'Arcy Advertising Co. © 1Jun57; KK137286.

1, 2, 3, 4, 5, 6, 7, 8, 9, 10. If he had used Bondex heavy duty ... his basement walls wouldn't still be leaking. (In American paint & wallpaper dealer, Nov. 1957, p.95) Appl. author: D'Arcy Advertising Co. © 1Nov57; KK137280.

Stop it, I tell you, stop it. Tell him about Bondex Quick Plug, how it stops stubborn leaks; how it sets things up for Bondex heavy duty. (In American paint & wallpaper dealer, Sept. 1957, p.93) Appl. author: D'Arcy Advertising Co. © 1Sep57; KK137277.

Stop it; it's easy, Bondex Quick Plug stops water, even when flowing under pressure. (In American paint & wallpaper dealer, Dec. 1957, p.3) Appl. author: D'Arcy Advertising Co. © 1Dec57; KK137281.

Wet basement, friend? Remember there's a Bondex product for every waterproofing problem. Sea captain looking in basement window; submarine. (In St. Louis post-dispatch, Sept. 12, 1958, pt.5, p.2E) Appl. author: D'Arcy Advertising Co. © 12Sep58; KK137608.

Whydi'nchatellme? You know ... he should have patched with Quick Plug; then tell him about Bondex cement paint. (In American paint & wallpaper dealer, June 1957, p.20) Appl. author: D'Arcy Advertising Co. © 1Jun57; KK137285.

You're sure now? Bondex cement paint ... stops water penetration. (In American paint & wallpaper dealer, Oct. 1957, p.81) Appl. author: D'Arcy Advertising Co. © 1Oct57; KK137279.

REBUILDERS, INC.

Dealers make more profits, more sales supplying consumer demand for fast-moving Mustang replacement engines. (In Motor service, Feb. 1957, p.107) Appl. author: C. A. Dunmore. © Mustang Division, Rebuilders, Inc.; 10Jan57; KK136160.

RECORDING & STATISTICAL CORP. ©

Meeting a payroll takes more than money; R & S high-speed electronic payroll accounting. © 10Oct58; KK138933.

RED HEART DIVISION, JOHN MORRELL & CO. SEE Morrell (John) & Co.

REDDI-WIP, INC. ©

Hey, kids, dig this. Wheaties sundae with Reddi-Wip and new Wheaties. Reddi-Wip whipped cream. (In Los Angeles times Sunday magazine, Sept. 22, 1957, p.37) Appl. author: D'Arcy Advertising Co. © 22Sep57; KK137141.

It's old fashioned whipped cream; try it on pumpkin pie. (In The Indianapolis star magazine, Nov. 17, 1957, p.44) Appl. author: D'Arcy Advertising Co. © 17Nov57; KK136718.

Light, right, ready; extra goodness, too, because it's real whipped cream. [Girl carrying tray of] desserts. (In Life, Mar. 31, 1958, p.47) Appl. author: D'Arcy Advertising Co. © 31Mar58; KK137765.

Light, right, ready; it's real whipped cream. [Little girl watching father kiss mother] happy anniversary. (In Life, June 16, 1958, p.107) Appl. author: D'Arcy Advertising Co. © 16Jun58; KK137768.

Light, right, ready; it's real whipped cream. Mother [serving desserts to children wearing party hats] (In Life, Apr. 21, 1958, p.83) Appl. author: D'Arcy Advertising Co. © 21Apr58; KK137766.

Light, right, ready; it's real whipped cream. [Mother serving] strawberry [desserts to family] (In Life, May 12, 1958, p.77) Appl. author: D'Arcy Advertising Co. © 12May58; KK137767.

Now, old-fashioned whipped cream the modern Reddi-Wip way. [Strawberry shortcake & other desserts] (In Sunday news, New York, May 19, 1957, roto magazine section, p.30) Appl. author: D'Arcy Advertising Co. © 19May57; KK137071.

Now, old-fashioned whipped cream, the modern Reddi-Wip way. [Strawberry shortcake] (In New York Sunday news, May 5, 1957, p.41) Appl. author: D'Arcy Advertising Co. © 5May57; KK137020.

Old-fashioned whipped cream on old-fashioned shortcake; fresh peach shortcake in half the time with Reddi-Wip and Bisquick. (In The Sunday star magazine, Washington, D. C., Aug. 18, 1958, p.14) Appl. author: D'Arcy Advertising Co. © 4Aug58 (in notice: 1957); KK137777.

The perfect partner for pumpkin pie; it's real whipped cream. (In Life, Oct. 27, 1958, p.85) Appl. author: D'Arcy Advertising Co. © 27Oct58; KK138496.

The perfect partner for pumpkin pie; Reddi-Wip whipped cream. Make your registers ring during peak baking and buying weeks with this perfect partner display kit. Appl. author: D'Arcy Advertising Co. © 8Sep58; KK137066.

Shortcake's easy with Reddi-Wip; old-fashioned whipped cream. (In The Indianapolis star magazine, May 12, 1957, p.44) Appl. author: D'Arcy Advertising Co. © 12May57; KK137142.

Tonight, strawberry treat in 2 minutes; fresh cream. (In Los Angeles times Sunday home magazine, Mar. 17, 1957, p.54) Appl. author: D'Arcy Advertising Co. © 17Mar57; KK136561.

REFRIGERATED FOODS DIVISION, GENERAL MILLS, INC. SEE General Mills, Inc.

REGENCY TRADING CO.

Morgo; 100% guaranteed motor tonic. Contents: 14.5 fl. oz. © Alphonse Diamanti d.b.a. Regency Trading Co.; 1Jul58; KK137601.

REIDER (S. A.) & CO. ©

All purpose Minnipac; clothespin kit. Appl. author: S. A. Reider. © 12Jul57; KK138081.

Clothesline kit; display article. Appl. author: S. A. Reider. © 12Jul57; KK137553.

This envelope contains eight teen tags; friendship code clips. Wear them on collar, tie or blouse. © 14Aug58; KK137188.

RELIABLE LUGGAGE, INC. ©

The Stor-Away feature; five sizes nest. © 26Aug58; KK136760.

REMINGTON RESEARCH, INC. ©

Spot reduce while you rest ... with the Swedish Masseur. (In The Detroit news, Oct. 5, 1958, p.8-F) © 50Oct58; KK137803.

RENFIELD IMPORTERS, LTD. ©

Among cognac brandies, it is an achievement indeed to be considered the finest; pride of cognac, Remy Martin, V.S.O.P. (In Fortune, Oct. 1958, p.196) Appl. author: Reach, McClinton & Co., Inc. © 30Sep58; KK138037.

Don't be vague, give Haig & Haig. Haig & Haig, the world's prestige whisky ... wines and spirits that are known collectively as Blue Chips. St. Remy imported French brandy [and 11 other brands] (In The New York times, Nov. 6, 1958, p.38) Appl. author: Reach, McClinton & Co., Inc. © 6Nov58; KK138653.

From all over the world, Renfield brings you the finest; Blue Chips. Remy Martin Louis XIII [and 7 other brands] (In Sales management, Sept. 10, 1958, p.26-27) Appl. author: Reach, McClinton & Co., Inc. © 10Sep58; KK138673.

From the oldest Scotch whisky distillers, the world's prestige whisky at a popular price. Haig & Haig Five Star. (In The Philadelphia inquirer, Oct. 16, 1958, p.31) Appl. author: Reach, McClinton & Co., Inc. © 16Oct58; KK138568.

It's great when you drink it straight. Martini & Rossi imported extra dry or sweet vermouth. (In Redbook, Sept. 1958, p.75) Appl. author: Reach, McClinton & Co., Inc. © 26Aug58; KK137342.

It's the right vermouth that makes your martini better. Martini & Rossi. (In The New Yorker, Sept. 20, 1958, p.121) Appl. author: Reach, McClinton & Co., Inc. © 20Sep58; KK137750.

It's the right vermouth that makes your martini better. Martini & Rossi. (In Vogue, Sept. 15, 1958, p.168) Appl. author: Reach, McClinton & Co., Inc. © 15Sep58; KK137613.

Just for fun, try vermouth this way. Martini & Rossi. (In The New Yorker, Oct. 18, 1958, p.142) Appl. author: Reach, McClinton & Co., Inc. © 18Oct58; KK138553.

The oldest Scotch whisky distillers. Haig & Haig Five Star. (In The New York times, Oct. 14, 1958, p.27) Appl. author: Reach, McClinton & Co., Inc. © 14Oct58; KK138189.

One, two, or all three, a gift to brighten any occasion. Piper-Heidsieck champagne, Remy Martin cognac brandy, Cointreau liqueur. Blue Chips. (In The New York times, Nov. 19, 1958, p.38) Appl. author: Reach, McClinton & Co., Inc. © 19Nov58; KK138965.

Put vintage wine on your table; Melini. Orvieto; chianti. (In New York news coloroto magazine, Nov. 23, 1958, p.28) Appl. author: Reach, McClinton & Co., Inc. © 23Nov58; KK139024.

Sherry of the Grandees, imported from Spain; Palomino. (In The New Yorker, Oct. 4, 1958, p.148) Appl. author: Reach, McClinton & Co., Inc. © 4Oct58; KK137918.

RENNIK MANUFACTURING CO. ©

Lay-Z-Cord, just snap it on; for mothers with night-light problems. © Wayne Kinner d.b.a. Rennik Manufacturing Co.; 9Nov58; KK139477.

REPUBLIC MOLDING CORP. ©

At last, the kitchen helper that women all over America have been wanting; Polly Flex all virgin polyethylene vegetable bin. Stock no.224. Appl. author: Elon Olson. © 24Jul58; KK136923.

Best buy there is; it's the new Polly Flex copper-tone refuse container. Stock no.399; no.299. Appl. author: Wilbur N. Davidson, Aubrey, Finley, Marley & Hodgson, Inc. © 18Nov58; KK138978.

11-million housewives will see the Polly Flex polyethylene vegetable bin advertised in October Ladies' home journal and in November McCall's. Appl. author: Wilbur N. Davidson, Aubrey, Finley, Marley & Hodgson, Inc. © 22Sep58; KK138286.

Housewives will storm your store ... when you tie-in with these Republic Polly Flex super merchandising packs. Cutlery tray [and other products] Appl. author: Elon Olson. © 31Jul58; KK136924.

Polly Flex housewares presents this complete line of virgin all polyethylene decanters and pitcher-decanters. No.189 [and 3 other styles] Appl. author: Elon Olson. © 15Aug58; KK138287.

Polly Flex unbreakable polyethylene vegetable bin; the greatest name in plastics. Appl. author: Wilbur N. Davidson. © 27Jun58; KK135528.

REPUBLIC NATIONAL BANK OF DALLAS. ©

A greater Republic new business campaign. © 21Oct58; KK139222. It pays to bank at Republic. © 21Oct58; KK139221.

RETAIL MARKETERS, INC. ©

Jacome's, Tucson's family-owned store. (Jacome's Xmas catalogue) Appl. author: Allied Graphic Arts, Inc. © 14Oct58; KK138878.

Toys from Cosby Bros. Appl. author: Allied Graphic Arts, Inc. © 14Oct58; KK138879.

REVILO, NELG, pseud. SEE Oliver, W. G.

REVLON, INC. ©

Ahead, just released; the hair spray that leaves your hair clean, Living Curl. (In Good housekeeping, Sept. 1958, p.12-13) Appl. author: Warwick & Legler, Inc. NM: body copy. © 19Aug58; KK136859.

All wrapped up and ready to go for the biggest holiday volume in history; 1958 Christmas gifts with the golden touch. Matchmaker no.9800 [and 6 other cosmetics] (In Chain store age, Aug. 1958, p.14-15) Appl. author: Warwick & Legler, Inc. © 10Aug58; KK136716.

At the last moment every year, it's decisions, decisions, decisions. Futurama lipstick case; matching refillable Love-Pat compact. (In The Wall Street journal, Dec. 23, 1958, p.3) Appl. author: Warwick & Legler, Inc. © 23Dec58; KK139629.

Beautiful news from Revlon, a waterproof mascara easy to use as a lipstick; Roll-On. (In The New York times, Aug. 17, 1958, p.105) Appl. author: Warwick & Legler, Inc. © 16Aug58; KK136543.

Big-bonus hair spray deals; buy one dozen ... hair spray, get a 2 oz. Moon Drops free. Deal no.1410, fabulous new Living Curl [and 2 other] deals. (In American hair-dresser, Nov. 1958, p.21) Appl. author: Warwick & Legler, Inc. © 25Oct58; KK138384.

Can you guess the title? Your answer could be worth over \$10,000 on Bid 'n' Buy, Revlon's exciting new auction game. (In Daily news, New York, July 8, 1958, p.47) Appl. author: Warwick & Legler, Inc. © 7Jul58; KK136078.

Can you guess what this is? Your answer could be worth over \$10,000 on Bid 'n' Buy, Revlon's exciting new auction game. (In New York world-telegram & sun, July 1, 1958, p.42) Appl. author: Warwick & Legler, Inc. © 1Jul58; KK136079.

Cash in with mass display; more profit per square foot than ever before with Revlon. Satin Set, Baby Silicare lotion [and 8 other products] (In Chain store age, grocery managers ed., Oct. 1958, p.29) Appl. author: Warwick & Legler, Inc. © 30Oct58; KK137742.

Color makes the fabulous difference. Revlon has everything you need for beautiful eyes; a woman's love of elegance captured in Lustrous lipstick. (In The Philadelphia inquirer, Sept. 2, 1958, beautyrama supplement, p.16ad-17ad) Appl. author: Warwick & Legler, Inc. © 2Sep58; KK137208.

The fashion red, the elegant red, the new red; Fifth Avenue Red. From fabulous Fifth Avenue ... the red-red for lips and fingertips. (In Seventeen, Nov. 1958, p.6-7) Appl. author: Warwick & Legler, Inc. © 1Nov58; KK138593.

Fashion's glittering success for your fingertips; Gold Frosted nail enamel. (In Playbill, Oct. 6, 1958, p.18-19) Appl. author: Warwick & Legler, Inc. Appl. states prev. pub. KK136544, KK13801. NM: revision. © 6Oct58; KK137792.

Fashion's glittering success for your fingertips, precious gold; Gold Frosted nail enamel. (In The New Yorker, Aug. 16, 1958, p.48-49) Appl. author: Warwick & Legler, Inc. © 14Aug58; KK136544.

Giant consumer offer; medicated Silicare with dispenser pump. Protective lotion for hands and body. (In American hairdresser, Dec. 1958, p.19) Appl. author: Warwick & Legler, Inc. © 20Nov58; KK139150.

Giant consumer offer; new medicated Silicare, now with vitamins. Protective lotion for hands and body. (In Chain store age, Dec. 1958, p.12) Appl. author: Warwick & Legler, Inc. © 10Dec58; KK139582.

REVLON, INC. Cont'd.

Give your complexion the glow of candlelight, the elegant look; Touch-and-Glow, liquid make-up and new matching pressed powder. (In Vogue, Oct. 1, 1958, p.21) Appl. author: Warwick & Legler, Inc. © 10Oct58; KK137995.

How many greats do you remember? Tonight, relive television's great moments on Revlon's \$64,000 Question. (In Sunday news, New York, Sept. 21, 1958, section 2, p.17) Appl. author: Warwick & Legler, Inc. © 20Sep58; KK137409.

How to help your child succeed, with George E. Gardner. Baby Silicare. (No.1 in a series of interviews) (In Baby talk, Oct. 1958, p.3) © 18Sep58; KK138295.

How to help your child succeed, with George E. Gardner. Baby Silicare. (No.1 in a series of interviews) (In Parents' magazine, Oct. 1958, p.11) © 10Sep58; KK138296.

Just released; special professional formula. Living Curl, hair spray. (In American hairdresser, July 1958, p.8-9) Appl. author: Warwick & Legler, Inc. © 20Jun58; KK135624.

Just released; special professional formula. Living Curl hair spray. (In American hairdresser, Sept. 1958, p.13) Appl. author: Warwick & Legler, Inc. © 29Aug58; KK136860.

Lavish lashes: fashion's newest flutter. World's first automatic mascara ... Roll-On mascara. (In Life, June 23, 1958, p.103) Appl. author: Warwick & Legler, Inc. © 19Jun58; KK135623.

Mothers find way to relieve heat rash; medicated Baby Silicare powder. (In Syracuse herald-journal, Aug. 18, 1958, p.9) © 18Aug58; KK136680.

My face never felt so clean, my skin never looked so clear; Clean and Clear, the deep, deep cleansing liquid. (In McCall's, Feb. 1958, p.9) Appl. author: C. J. La Roche & Co., Inc. © 28Jan58; KK136367.

New for perfect manicures; Wonder-Base ... first scientifically formulated base coat. (In American hairdresser, Aug. 1958, p.23) Appl. author: Warwick & Legler, Inc. © 24Jul58; KK136066.

No dry, loose powder can give your skin this light young radiance; Love-Pat. (In McCall's, Aug. 1958, p.23) Appl. author: C. J. La Roche & Co., Inc. © 29Jul58; KK136266.

No wonder Revlon calls it Wonder-Base; new base-coat discovery ... helps your nail polish stay on. (In Life, Aug. 25, 1958, p.80-81) Appl. author: Warwick & Legler, Inc. NM: "new body copy." © 21Aug58; KK137125.

Now, a beauty tonic for tired eyes; Eye Fresh. (In Good housekeeping, Nov. 1958, p.224) © 21Oct58; KK139295.

Now from Revlon to you, an elegant Futurama lipstick case free; to introduce you to our famous Lustrous lipstick. (In Sunday news, New York, Sept. 14, 1958, p.83) Appl. author: Warwick & Legler, Inc. © 13Sep58; KK137265.

Now your lips can be elegant always, even in summer heat; Lustrous lipstick. (In The New York times, Aug. 3, 1958, p.76) Appl. author: Warwick & Legler, Inc. © 2Aug58; KK136317.

Revlon gives you a fabulous Futurama case as a gift; get ... when you buy two click-in refills of our famous Lustrous lipstick. (In Seventeen, Oct. 1958, p.19) Appl. author: Warwick & Legler, Inc. NM: revision. © 10Oct58; KK138029.

That man; the men's division of Revlon has created a completely different cologne, especially for him. (In New York herald tribune, Dec. 9, 1958, p.26) Appl. author: Heineman, Kleinfeld, Shaw & Joseph, Inc. © 9Dec58; KK139372.

Tonight, see what TV's top critics are raving about; Bid 'n' Buy, Revlon's exciting new smash-hit auction game. [Endorsed by] Bill Ewald [and 4 other] critics. (In New York daily news, July 22, 1958, p.42) Appl. author: Warwick & Legler, Inc. © 21Jul58; KK136077.

Why do babies cry more in summer? Heat rash. Medicated Baby Silicare powder. (In Dayton daily news, Dayton, Ohio, Aug. 18, 1958, p.19) © 18Aug58; KK136681.

A woman's love of elegance captured in a lipstick; smart women ... prefer Revlon's Lustrous lipstick ... and Lustrous lipstick comes in refillable Futurama cases. (In Playbill) Appl. author: Warwick & Legler, Inc. NM: revision. © 13Oct58; KK138028.

A woman's love of elegance captured in a lipstick; smart women ... prefer Revlon's Lustrous lipstick. (In Vogue, Oct. 1, 1958, p.17) Appl. author: Warwick & Legler, Inc. © 10Oct58; KK137996.

You reflecting this Love Pat radiance always; Love-Pat, pressed powder plus foundation with lanolite. (In Mademoiselle, Feb. 1958, p.4 of cover) Appl. author: C. J. La Roche & Co., Inc. NM: revision. © 29Jan58; KK136368.

REYELLE PHOTOGRAPHY, INC. © Bettle Page and eleven other [models] NM: additions. © 21May58; KK135993.

REYNOLDS MANUFACTURING CO. © Always imitated, never equaled; genuine Reyco 22 series tandem. T-458. (In Transportation supply news, July 1958, p.34) Appl. author: Ralph Aquila Nelms. © 10Jul58; KK136287.

Brake drum problems? Reyco engineered brake drums. D-358. (In Commercial car journal, Nov. 1958, p.105) Appl. author: Ralph Aquila Nelms. © 10Nov58; KK139310.

Eliminate brake power fadeout; Reyco brake drums. D-258. (In Transportation supply news, May 1958, p.37) Appl. author: Ralph Aquila Nelms. © 10May58; KK136285.

Save by converting; Reyco tandems. T-358. (In Commercial car journal, May 1958, p.136) Appl. author: Ralph Aquila Nelms. © 10May58; KK136286.

RHINE LABORATORIES, INC. © Forever 39 hair dressing. 6 fluid oz. © 18Nov58; KK139031.

RHINELANDER BREWING CO. © Treat in fall; treat anytime. Shorty, refreshing as the North Woods. Appl. author: Morrison-Greene-Seymour, Inc. © 17Sep58; KK137436.

RICHARD (JANE) SPORTSWEAR, INC. © Introducing three tested and proven reasons for greatly increased sales in your department. Ann Morgan, Harriet Simpson, Gloria Samario. © 1Apr58; KK135619.

RICHARD-ALLAN CO., INC. © Alpha-Pette size chart. © 18Sep58; KK137896.

RICHARDS MANUFACTURING CO. © Burnham digital splints for fractures and dislocations of the digits. No.1610A [and other types] Appl. author: Harry T. Treace. © 25Jul58; KK135897.

Quick-Cuff; for the Robbins automatic pneumatic tourniquet. Appl. author: Harry T. Treace. © 1Dec58; KK139193.

Shea operating microscope camera. No.1221 [and 6 other products] Appl. author: Harry T. Treace. © 15Jul58; KK135755.

RIDGE TOOL CO. © Ridgid Nu-Clear, thread cutting oil. 1 U. S. gallon. © 14Aug58; KK139240.

RIXSON (OSCAR C.) CO. © Electro-hydraulic automatic door operators. Door closers; pivot sets. Nos.65, 66, 67, 68 uni-checks [and other products] Appl. author: A. H. Schleicher, Jr. © 29Sep58; KK138498.

ROBINSON, DICK. © Bullfight photos. Del Olivar, 44 [and 50 other photos] © 9Jul58; KK137298.

ROCKWELL SPRING & AXLE CO. Blood Brothers universal joints. (In Machine design, Mar. 6, 1958, p.95) Appl. author: Paxson Advertising, Inc. © Blood Bros. Machine Division, Rockwell Spring & Axle Co.; 6Mar58; KK135879.

Blood Brothers works with you to help cut costs. Spec sheet. Canada. (In Design engineering, Apr. 1958, p.86) Appl. author: Paxson Advertising, Inc. © Blood Bros. Machine Division, Rockwell Spring & Axle Co.; 28Mar58; KK135877.

In ground support equipment, handling, transporting and launching problems are simplified by consulting with Timken-Detroit. (In Air Force) Appl. author: Norman Fox. © Rockwell Spring & Axle Co., Timken-Detroit Axle Division; 1Mar58; KK139448.

Made for each other; Timken-Detroit TK-500 lightweight trailer axles and P series power brakes. (In Transport topics, Feb. 24, 1958, p.9) Appl. author: Norman Fox. © Timken-Detroit Axle Division, Rockwell Spring & Axle Co.; 24Feb58; KK138100.

Made for each other; Timken-Detroit TK-500 trailer axles and P series power brakes. (In Detroit supercharge, Apr. 1958, p.12) Appl. author: Norman Fox. © Timken-Detroit Axle Division, Rockwell Spring & Axle Co.; 1Apr58; KK138371.

ROCKWELL-STANDARD CORP. Blood Brothers works with you to help cut costs. Spec sheet. (In SAE journal, June 1958, p.16) Appl. author: Paxson Advertising, Inc. © Rockwell-Standard Corp., Universal Joint Division; 8Jun58; KK135878.

For a better front-driving axle, get this Timken-Detroit FDS-750 equipped with Blood Brothers universal joints. (In Construction methods & equipment, June 1958, p.32) Appl. author: Paxson Advertising, Inc. © Rockwell-Standard Corp., Universal Joint Division; 1Jun58; KK135880.

- Hypoid gears have 30% more torque capacity than spiral bevels. (In Power wagon, June 1958, p.18-19) Appl. author: Norman Fox. © Rockwell-Standard Corp. (in notice: Rockwell-Standard Corp., Transmission & Axle Division); 1Jun58; KK138821.
- If it moves, Rockwell-Standard brakes can stop it; FSH, floating shoe hydraulic brake. (In Product engineering, June 30, 1958, p.12) Appl. author: Norman Fox. © Rockwell-Standard Corp., Brake Division; 30Jun58; KK138881.
- New, Gary Galok super aluminum grating. (In Civil engineering, June 1958, p.139) Appl. author: Paxson Advertising, Inc. © Rockwell-Standard Corp., Grating Division; 6Jun58; KK136064.
- On these rugged products by International Harvester, Blood Brothers Universals deliver dependable power. Universal joints and drive line assemblies. (In SAE journal, Nov. 1958, p.187) Appl. author: Paxson Advertising, Inc. © Rockwell-Standard Corp., Universal Joint Division; 8Nov58; KK139371.
- Proved and preferred for three years; Timken-Detroit lightweight driving tandems. (In Bus & truck transport, Aug. 1958, p.35) Appl. author: Norman Fox. © Rockwell-Standard Corp. (in notice: Timken-Detroit Axle Co. of Canada, Ltd., subsidiary of Rockwell-Standard Corp.); 1Aug58; KK138820.
- Timken-Detroit axles are the accepted standard. (In Fleet owner, Oct. 1958, p.27) Appl. author: Norman Fox. © Rockwell-Standard Corp., Transmission & Axle Division; 1Oct58; KK139447.
- ROGERS BROS. SEED CO., INC.**
Potato flakes; mashed potatoes from world-famous Idaho russets. 54 servings. Net weight 1 lb. 12 ozs. © Rogers Bros. Seed Co., Inc. (in notice: Rogers Bros. Seed Co., Food Products Division); 24Feb58; KK135446.
- ROGERS IMPORTS, INC. ©**
Now, pouch sales are easier, more profitable with Rogers E-Z-Lok tobacco pouch. No.1800 pouch assortment. © 1Aug58; KK138298.
- ROLL-A-RING MANUFACTURING CO. ©**
Have a fling with a Roll-A-Ring; the whole family can give this wheel a whirl. Appl. author: Rhea Lithographing & Envelope Co. © 10Sep58; KK138063.
- ROLOFF, GEORGIA O. GEORGE.**
Clearskin; Mask O'uth Facialift. Washing the wrinkles away. © Georgia O. George; 5Sep58; KK137049.
- Excerpts from the treatise, by Georgia O. George, on growth of hair again. Who condemned you to baldness? © Georgia O. George Rolloff (in notice: Georgia O. George); 8Sep58; KK137048.
- ROMAN ADVERTISING AGENCY, INC. ©**
We pay \$2500 to prove Roman growth advertising system will increase your profits and sales. (In Morning sun, Baltimore, Oct. 21, 1958, p.31) Appl. author: George Roman. © 21Oct58; KK138668.
- ROMAN MEAL CO. ©**
8 sliced burger buns; a delicious light brown bun. © 30Jun58; KK135976.
- Pancake and waffle mix. Net contents 1 lb. 2 oz. © 20Sep58; KK137377.
- ROMCO ENTERPRISES, INC. ©**
Bob-A-Loop; get the newest toy sensation of the nation. Appl. authors: Sol Rom & Jack Cohen. © 28Nov58; KK139320.
- RONDA-WEAR CORP. ©**
Pin Pac, girl's panty; fine knit combed cotton. © 2Sep58; KK137971.
- ROSS OPERATING VALVE CO. ©**
Control valves. Digest catalog 58. © 1Apr58; KK138621.
- ROTHMAN, HARRY. ©**
College bound? Join Rothman's Ivy fraternity. Ivy model fine flannel suits [and other men's] clothing. (In The New York times) © 9Sep58; KK137047.
- How did Cheops do it? And ... one of the largest, most attractive men's clothing stores in America. (In The New York times) © 7Oct58; KK137722.
- How did George Washington do it? Suits of imported wool and cashmere; imported loden outercoats. © 9Dec58; KK139359.
- How did Hannibal do it? Suits of imported wool and cashmere; hand-tailored velour overcoats. (In The New York times) © 21Oct58; KK138810.
- How did Leif the Lucky do it? Hand-tailored imported worsted suits; overcoats of imported Cashmere. (In The New York times, Sept. 25, 1958, p.24) © 25Sep58; KK137403.
- Nobody's going to force you to wear it; at Rothman's, we call it the Milano Continental. (In The New York times) © 28Nov58; KK139059.
- Once again it's Ivy time at Rothman's; filling the average wardrobe requirements of undergrads has long been a tradition. (In The New York times) © 25Aug58; KK136730.
- Rothman's campus is filled with famous Ivy authentic. Ivy model fine flannel suits [and other men's] clothing. (In The New York times) © 4Sep58; KK136915.
- ROTRON MANUFACTURING CO., INC. ©**
Models BFG and CFG fans. Red label. Catalog sheet 50011-1. Appl. author: J. Constant Van Rijn. © 14Jul58; KK137325.
- Terminal block replaces lead wires on Rotron 2 3/4 inch diameter R-frame motors. Catalog sheet 30105-1. Appl. author: J. Constant Van Rijn. © 28May58; KK136772.
- ROWLEY, CLARENCE H. ©**
Cigarettes fit for a queen; colored, both cigarette and package, to blend perfectly with you. © 29Oct57; KK135342.
- ROX PRODUCTS CO. ©**
Protect your basement against leakage; Rox masonry paint is guaranteed. Appl. author: Clark & Bobertz, Inc. © 22Aug58; KK136719.
- ROYAL BUISMAN CORP. ©**
Busman's coffee extender; makes your coffee taste better, go further. Net weight 4/5 oz. © 11Nov58; KK138772.
- RUDIN & ROTH. ©**
Insulated Northern Lites, the full-cushioned man's sock. © 16Dec58; KK139600.
- Thigh high stove pipes, fashion-blended of cozy-cotton and stretch nylon. Fits sizes 6-7. © 28Oct58; KK139010.
- RUPPERT, JACOB. ©**
When smart New Yorker's work is through ... sing out for Knick. Knickerbocker, New York's famous beer. (In Ebony, June 1958, p.102) © 20May58; KK135942.
- RYWELL, MARTIN d.b.a. PIONEER PRESS.**
SEE Pioneer Press.
- S**
- S. & S. LEATHER CO., INC. ©**
The gift mart; attractive leathercraft and beautiful gift items. Catalog 26R; 1959. (Leathercraft vocational products) No.2576, the Kimberly [and other items] © 29Aug58; KK138067.
- S. & S. MANUFACTURING CO.**
For the finest kind, sleep in a line; Postulator orthopedic ensemble. Everyone sleeps because ... unit adjusts your mattress and box springs. © S. & S. Manufacturing Co., Louis Sharfe & Oscar Soldering co-owners; 1Aug58; KK136938.
- S. O. S. CO. ©**
Keep aluminum doors handsome as new with S. O. S.; magic scouring pads. (In Better homes & gardens, May 1957, p.182-183) Appl. author: McCann-Erickson, Inc. © 20Apr57; KK138363.
- SAALFIELD PUB. CO. ©**
Shirley Temple play kit. Authorized ed. 9859. Two standing dolls; lace-on dresses. © 21Aug58; KK137778.
- SAGAR, KENNETH E. ©**
Sagar Dairy. Standardized, pasteurized, homogenized, vitamin D ... grade A ... milk. Contents one quart liquid. © 1Oct58; KK138142.
- SALEM CHINA CO. ©**
First Federal Savings & Loan Association. Dinnerware savings club. (Salem dinnerware savings club) Appl. author: S. J. Hachtman. © 7May58; KK135860.
- SALERNO-MEGOWEN BISCUIT CO. ©**
Salerno pretzels. Net wt. 6 1/2 ozs. © 19Dec58; KK139633.
- Salerno thin saltines. Net weight 7 1/4 ounces. NM: complete revision. © 16Dec58; KK139576.
- SAMBERG, BENJAMIN.**
Be a comedian. SEE Bell Enterprises, Inc.
- SAMS (HOWARD W.) & CO., INC. ©**
Emerson radio service note. Three-speed automatic stereo record changers, part no.819126 and 819129. © 16Oct58; KK139116.
- Nutone service manual. Intercom-radio, models 2011-2012. © 20May58; KK135713.
- SANFORD INK CO. ©**
Rubber cement for pasting and mounting paper. No.490. One gallon. © 5Mar58; KK137037.
- Rubber cement for pasting and mounting paper. No.491. One quart. © 2Apr58; KK137060.
- SATTERSTROM, JOHN.**
Drum assembly in ten easy steps. SEE Moore, Fredricka.
- SAVERS' CLUB OF AMERICA.**
Savings certificate; a money-saving service for our accounts. Versa-tool, amazing three-in-one screwdriver. © Irving Frisch d.b.a. Savers' Club of America; 6Oct58; KK138012.

SAVINGS & LOAN FOUNDATION, INC. ©

The acquisition of homes and things for the home provides business with its greatest single stimulus [says] William S. Paley. (In Newsweek, June 30, 1958, p.62) Appl. author: McCann-Erickson, Inc. © 30Jun58; KK138523.

As we gather and publish the exciting story of people ... we are constantly reminded that the right to have one's own home is vital. (In Newsweek, Apr. 7, 1958, p.89) Appl. author: McCann-Erickson, Inc. © 2Apr58; KK137561.

Four reasons your savings are safe the insured savings and loan way. (In Look, Sept. 16, 1958, p.2 of cover) Appl. author: McCann-Erickson, Inc. © 16Sep58; KK138528.

Move into your new home sooner, the insured savings and loan way. (In The Saturday evening post, May 3, 1958) Appl. author: McCann-Erickson, Inc. © 29Apr58; KK137560.

Pick your dream house, get it the insured savings and loan way. Colonial [and 3 other types] (In The Saturday evening post, Aug. 9, 1958, p.47) Appl. author: McCann-Erickson, Inc. © 9Aug58; KK137522.

Today it's easier than you think to buy a house with a home loan. (In The Saturday evening post, June 7, 1958, p.82-83) Appl. author: McCann-Erickson, Inc. © 7Jun58; KK137521.

What an insured savings and loan association can mean to you. (In Look, Mar. 18, 1958, p.84) Appl. author: McCann-Erickson, Inc. © 4Mar58; KK137559.

You can afford your dream kitchen the insured savings and loan way. (In Life, Sept. 30, 1958) Appl. author: McCann-Erickson, Inc. © 30Sep58; KK138529.

SAVITT, INC. ©

Win the ring you like best; enter the Savitt favorite ring contest. (In The Hartford times, July 10, 1958, p.2) Appl. author: Wilbur W. Randall. © 10Jul58; KK135649.

SAWYER BISCUIT CO., division of UNITED BISCUIT CO. OF AMERICA. SEE United Biscuit Co. of America.

SCANDINAVIAN AIRLINES SYSTEM, INC. ©

Announcing 40% interest for travelers in the SAS jet savings bank of the air. (In The Wall Street Journal, July 8, 1958, p.13) Appl. author: Burke, Dowling, Adams, Inc. NM: additions. © 8Jul58; KK135857.

In the jet age, America will save hours on the SAS jet savings bank of the air. (In The Lewiston daily sun, June 23, 1958, p.11) Appl. author: Burke Dowling Adams, Inc. © 23Jun58; KK135430.

SCHEER (WILLIAM N.) ADVERTISING. ©

Take plenty of chances for sweet charity, but play safe in your own business. Metropolitan Refrigeration and Air Conditioning Wholesalers Association, Inc. (Vital messages, no.6) © 8Sep58; KK137050.

Why gamble? Metropolitan Refrigeration & Air Conditioning Wholesalers Association, Inc. (Vital messages, no.5) © 28Jul58; KK136235.

SCHENLABS PHARMACEUTICALS, INC. ©

Neutrapen, for penicillin reactions. © 10Nov58; KK138988.

New, for allergic penicillin reactions; neutralizes penicillin. Neutrapen. © 3Jul58; KK133990.

Scripkit no.8. Well-being for your pregnant and postpartum patients. Titrallac; Dorbantyl; Sedamyl. © 16Jun58; KK138989.

Worth trying in patients who can't take antihistamines; Diafen. © 14May58; KK137486.

SCHERING CORP. ©

Medical America: California and Nevada. Starting point in treatment of hay fever, urticaria, and other allergies; Chlor-Trimeton Repetabs. © 26Mar58; KK137059.

Medical America: Indiana, Ohio, Kentucky, Tennessee. Extending the boundaries of corticosteroid therapy; Meticorten. © 26Feb58; KK137056.

Medical America: Iowa, Kansas, Missouri, Nebraska. Landmark in the relief of minor aches and pains; Coricidin. © 8Nov57; KK137054.

Medical America: Minnesota, Wisconsin, Illinois, Michigan. Landmark in modern treatment of the severe cold; Coricidin Forte. © 21Jan58; KK137055.

Medical America: Utah, Colorado, Arizona, New Mexico. Extending the boundaries in tranquilizer therapy; Trilafon. © 13Mar58; KK137057.

Medical America: Washington, Oregon, Idaho, Montana, Wyoming, North Dakota, South Dakota. Surest route to relief from common rheumatic disorders; Sigmagen. © 18Mar58; KK137058.

SCHICK, INC. ©

For dads 'n' grads, give Schick, the perfect gift; revolutionary new Powershave and Auto/Home. First in electric shaving. (In Life, June 2, 1958, p.71) Appl. author: Benton & Bowles, Inc. © 28May58; KK139518.

Now, Schick Powershave leads a double life; revolutionary new Schick auto/home Powershave. First in electric shaving. (In Life, June 9, 1958, p.63) Appl. author: Benton & Bowles, Inc. © 4Jun58; KK139223.

What does she want for Christmas? Help her keep that loveliness with a ... Lady Schick electric shaver. Oriental [and 3 other] shavers. (In Life, Dec. 16, 1957, p.99) Appl. author: Benton & Bowles, Inc. © 11Dec57; KK139405.

SCHLITZ (JOSEPH) BREWING CO. ©

Entertaining this weekend? Move up to quality plus quantity; move up to Schlitz quarts. [Bottle pouring into 4 pilser glasses; basket of popcorn; mountain scene] (In Chicago sun-times, Oct. 16, 1958, p.83) Appl. author: J. Walter Thompson Co. © 16Oct58; KK138766.

Entertaining this weekend? Move up to quality plus quantity; move up to Schlitz quarts. (In Chicago daily tribune, Oct. 9, 1958, p.24) Appl. author: J. Walter Thompson Co. © 9Oct58; KK138058.

For weekend entertaining buy Schlitz by the case. [Grocer putting box into back of station wagon] (In St. Petersburg independent, St. Petersburg, Fla., July 1, 1958, p.12A) Appl. author: J. Walter Thompson Co. © 1Jul58; KK135970.

Forecast: Hot. Perfection on ice; get Schlitz half-quart 6-paks. (In The Miami news, Miami, Fla., July 30, 1958, section 1, p.14A) Appl. author: J. Walter Thompson Co. © 30Jul58; KK136597.

Have the best for your guests; move up to quality plus quantity; move up to Schlitz quarts. (In Chicago daily news, Oct. 8, 1958, p.50) Appl. author: J. Walter Thompson Co. © 8Oct58; KK138057.

A little known fact about Schlitz that can spark new summertime sales idea. (In Food topics, June 9, 1958, p.27) Appl. author: J. Walter Thompson Co. © 9Jun58; KK135514.

Move up to quality. [Cliff scene; man's hand holding glass] Appl. author: J. Walter Thompson Co. © 1Jul58; KK135892.

Move up to quality. [Man fishing by falls; man's hand holding tall glass of beer] Appl. author: J. Walter Thompson Co. © 2Jun58; KK135891.

Move up to quality. Man's hand grasping glass [fish cuff link] Appl. author: J. Walter Thompson Co. © 1May58; KK135865.

Move up to quality. [Man's hand holding large glass; lake] Appl. author: J. Walter Thompson Co. © 15Sep58; KK138376.

Move up to quality. [Snow-capped mountains overlooking lake; man's hand holding can] Appl. author: J. Walter Thompson Co. © 1Aug58; KK136521.

Move up to quality. Woman's hand [wearing cameo ring] reaching for glass. Appl. author: J. Walter Thompson Co. © 1Apr58; KK135864.

Move up to quality, move up to Schlitz. [Breakers; man's hand holding beer glass] (In Life, July 7, 1958, p.45) Appl. author: J. Walter Thompson Co. © 3Jul58; KK136154.

Move up to quality, move up to Schlitz. [Cabin by lake; man's hand holding glass] (In Life, Oct. 27, 1958, p.96) Appl. author: J. Walter Thompson Co. © 23Oct58; KK138769.

Move up to quality, move up to Schlitz. [Man fishing by falls] (In Life, June 9, 1958, p.135) Appl. author: J. Walter Thompson Co. © 5Jun58; KK135511.

Move up to quality, move up to Schlitz. [Man's hand holding beer glass; sailboats] (In Moose magazine, Oct. 1958, p.24) Appl. author: J. Walter Thompson Co. © 15Sep58; KK137783.

Move up to quality, move up to Schlitz. [Man's hand holding beer glass; snow-capped mountains overlooking lake] (In Life, Sept. 29, 1958, p.113) Appl. author: J. Walter Thompson Co. © 25Sep58; KK137784.

Move up to quality, move up to Schlitz. [Man's hand holding beer glass; snowy brook & trees] (In Life, Aug. 4, 1958, p.35) Appl. author: J. Walter Thompson Co. © 30Jul58; KK136147.

Move up to quality, move up to Schlitz. [Man's hand holding glass; girl standing by lake] (In Life, Sept. 1, 1958, p.11) Appl. author: J. Walter Thompson Co. © 28Aug58; KK137858.

Move up to quality, move up to Schlitz. Soon to be Florida's own. (In St. Petersburg independent, St. Petersburg, Fla., May 28, 1958, p.10-A) Appl. author: J. Walter Thompson Co. © 28May58; KK135510.

One magazine every tavern owner should know about: On premise, the idea book to help taverns grow. (In Bar management, July 1958, p.9) Appl. author: J. Walter Thompson Co. © 15Jul58; KK136155.

- Schlitz builds with Tampa. (In Evening independent, St. Petersburg, Fla., Aug. 27, 1958, p.7A) Appl. author: J. Walter Thompson Co. © 27Aug58; KK137857.
- Schlitz helps to make Tavern Month '58 the best ever with advertising, with displays, with On premise magazine. (In Beverage dealer & tavern news, May 1958) Appl. author: J. Walter Thompson Co. © 20May58; KK136364.
- Schlitz 7-oz. bottle; one refreshing glassful. (In The Milwaukee journal, Sept. 3, 1958, p.12) Appl. author: J. Walter Thompson Co. © 3Sep58; KK137859.
- Seven ounces of sheer refreshment; 7-oz. bottle. [B&W] (In The Milwaukee journal, Sept. 10, 1958, pt. 2, p.9) Appl. author: J. Walter Thompson Co. © 10Sep58; KK137868.
- Seven ounces of sheer refreshment; 7-oz. bottle. [Col.] (In The Milwaukee journal, Sept. 17, 1958, pt.1, p.6) Appl. author: J. Walter Thompson Co. © 17Sep58; KK137869.
- Snack 'n party season coming up. (In Food topics, Sept. 8, 1958, p.68) Appl. author: J. Walter Thompson Co. © 8Sep58; KK137867.
- There's money in Schlitz for you. (In American restaurant magazine, Oct. 1958, p.76) Appl. author: J. Walter Thompson Co. © 10Oct58; KK138765.
- This sign out front means more business inside; on draught. (In The Server, May 26, 1958, p.5) Appl. author: J. Walter Thompson Co. © 26May58; KK135509.
- When the profits are counted, you'll make more with Schlitz. (In Food topics, May 26, 1958, p.13) Appl. author: J. Walter Thompson Co. © 26May58; KK135508.
- SCHLUMBOHM, PETER. ©
Chemex-bonded filterpaper. SEE Chemex Corp.
Chemobile; as roomy as a big car. © 4Sep58; KK137602.
Filterjet fan. SEE Chemex Corp.
For the joy of living and the joy of giving. SEE Chemex Corp.
Instant ice. SEE Chemex Corp.
Refrigeration and heat, by Dr. Peter Schlumbohm's propane thermobile. © 5Sep58; KK137781.
- SCHMID (JULIUS) INC. ©
Cushioned comfort; unmatched success in conception control, diaphragm and jelly. Patient cooperation assured when you prescribe ... Ramses Tuk-A-Way kit no.701. © 24Sep58; KK137432.
Directions for the use of Ramses vaginal jelly. © 2Jun58; KK135344.
Frozen in its track; weakened and killed by new Immolin cream-jel matrix. New ... conception control without a diaphragm. © 3Jul58; KK135703.
Jottings on the husband's role in control of re-infection in vaginal trichomoniasis. When prophylactics are indicated ... Ramses. © 4Aug58; KK136569.
New Immolin cream-jel matrix freezes, traps, kills even the most viable sperm. NM: "change in text and format." © 18Aug58; KK136571.
Physician's prescription pad. Julius Schmid specialties for conception control, for treatment of trichomoniasis. Ramses, Immolin [and 5 other products] NM: changes & additions. © 1Aug58; KK136570.
Stopped dead; frozen and killed by new Immolin cream-jel matrix. © 14Jul58; KK136188.
- SCHNEITHORST CATERING CORP. ©
Toothpick identifies sandwich; the no-peek bag revolutionizes wrapping. © 13Nov58; KK138930.
- SCHNEPP, EDWARD J. & MARION SCHNEPP d.b.a. EDMAR SPECIALTY CO. SEE Edmar Specialty Co.
- SCHNEPP, MARION & EDWARD J. SCHNEPP d.b.a. EDMAR SPECIALTY CO. SEE Edmar Specialty Co.
- SCHOENEMAN (J.) INC. ©
Bravissimo; men's suits of imported Italian Duprini silk by Golden House. Dreyfuss & Son. Appl. author: Stuart E. Stern. © 15Sep58; KK138641.
Come out; Kingsridge Tish-U-Wate, lightest 2-ply suit fabric ever created. Godchaux's. Appl. author: Stuart E. Stern. © 15Sep58; KK138644.
From Australia comes worsted ... and from the looms of Great Britain, imported Coronado, the lightweight suit. Marshall Field & Company. Appl. author: Stuart E. Stern. © 15Sep58; KK138642.
Going places; the Kingsridge D'Qua-Matic suit, automatic wash 'n wear. Phil A. Halle. Appl. author: Stuart E. Stern. © 15Sep58; KK138646.
It's a breeze; it's the exclusive Kingsridge Will-O-Wisp dacron-worsted summer suit. Metropolitan. Appl. author: Stuart E. Stern. © 15Sep58; KK138640.
Look what's just arrived from Great Britain; imported Coronado, the lightweight suit. Kaufmann's. Appl. author: Stuart E. Stern. © 15Sep58; KK138647.
Right combination; Batisse, the featherweight sport coat by Kingsridge. Hamburgers. Appl. author: Stuart E. Stern. © 15Sep58; KK138645.
Trans-Aire; this is the story of an amazing new warm-weather suit. Jacob Reed's Sons. Appl. author: Stuart E. Stern. © 15Sep58; KK138643.
- SCHOENFIELD, DONALD B. & MILTON H. SCHOENFIELD, composing the firm FIELDS PRODUCTS. SEE Fields Products.
- SCHOENFIELD, MILTON H. & DONALD B. SCHOENFIELD, composing the firm FIELDS PRODUCTS. SEE Fields Products.
- SCHONBRUNN (S. A.) & CO., INC. ©
Now, coffee-er coffee in one instant; Savarin instant. Dressmaker. (In Daily news, Oct. 16, 1958, p.63) Appl. author: Foote, Cone & Belding. © 16Oct58; KK139021.
Now, coffee-er coffee in one instant; Savarin instant. Stock broker. (In The Daily item, Port Chester, N. Y., Oct. 13, 1958, p.6) Appl. author: Foote, Cone & Belding. © 13Oct58; KK139023.
Now, coffee-er coffee in one instant; Savarin instant. Truck driver. (In New York journal American, Oct. 8, 1958, p.50) Appl. author: Foote, Cone & Belding. © 8Oct58; KK139022.
- SCHULTZ CO. ©
Free offer to introduce Schultz-Instant, soluble all-purpose plant food. Appl. author: A. Y. Schultz. © Plant Shine Co., division of Schultz Co.; 15Nov58; KK139245.
Schultz-Instant, completely balanced all-purpose plant food; starts and feeds formula. 20-30-20. Contents 6 oz. Appl. author: A. Y. Schultz. © Plant Shine Co., division of Schultz Co.; 1Aug58; KK136268.
- Schultz-Instant easy & sure boot & shoe dye. Permanent black. Appl. author: A. Y. Schultz. © Schultz Co., Chemicals Division; 10Apr58; KK135630.
- SCHWAIGER MANUFACTURING CO. ©
Our latest improvement on Schwaiger lock nut. Appl. author: Leo Schwaiger, Sr. © 29Jan58; KK138629.
- SCIENCE PRODUCTS CO.
X-L battery reviver. © George A. Miller d.b.a. Science Products Co.; 19Aug58; KK137003.
- SCOTCH MONEY, INC. ©
Scotch money; redeemable in merchandise; 1¢. Appl. author: Milton J. Thurston. © 28Jul58; KK137582.
- SCOTT (O. M.) & SONS CO. ©
Look, dad, one hand. Western lawn food. (In Sunset, Apr. 1957, p.227) © 28Mar57; KK137495.
Lovelier lawns now within reach of everyone; Turf Builder, the complete lawn food. (In Better homes & gardens, May 1957, p.302) © 23Apr57; KK139306.
New sparkle for Western lawns; Western lawn food. (In Sunset, May 1957, p.264) © 25Apr57; KK137494.
Trouble-free lawns are easy. Just wheel out a Scotts spreader ... with 4-XD or Weed & Feed. (In Sunset, May 1957, p.265) © 25Apr57; KK137493.
Which one, dad? Western play lawn seed, Western family lawn seed, Western picture lawn seed. (In Sunset, Apr. 1957, p.226) © 28Mar57; KK137492.
- SCOTTY ENGINEERING CO. ©
The thrifty pen; fine point, ball point. The pen color is the ink color. Appl. author: Bernard T. Krug. © 15Nov57; KK135687.
- SCOVILL MANUFACTURING CO.
Keep the light look with the Hamilton Beach light look cleaner. (In The Milwaukee journal, May 4, 1958, pt.2, p.6) Appl. author: Campbell-Mithun, Inc. © Hamilton Beach, a division of Scovill Manufacturing Co.; 4May58; KK136186.
- SCULL (WILLIAM S.) CO., INC. ©
Boscul's \$25,000.00 taste-test is here. Boscul, a distinguished new taste in coffee. (In Trenton evening times, July 31, 1958, p.7) Appl. author: Tracy-Locke Co., Inc. © 31Jul58; KK136428.
Name the date, name the person, and Boscul coffee will send a beautiful orchid corsage. (In Atlantic City press, Apr. 7, 1958, p.5) Appl. author: Tracy-Locke Co., Inc. © 7Apr58; KK135908.
You can't fool your taste, and in coffee, it's taste that counts; instant Boscul. (In The Evening sun, Hanover, Pa., May 1, 1958, p.34) Appl. author: Tracy-Locke Co., Inc. © 1May58; KK135463.
- SEA ISLAND INDUSTRIES. ©
Tropic topics; this is for the birds. Tropicone: This bird food is really a treat. Tropicrit: Has all the food elements. Tropicure: The formula for this germicide has been tested. Appl. author: Darwin F. Johnston. © 4Nov57; KK137005.
- SEAL-WRIGHT SYSTEM.
Damp, leaky, wet basements; cement gun work. © James S. Wright d.b.a. Seal-Wright System; 16Oct58; KK138074.

SEALOL CORP. ©

Soft seat check valves. Bulletin HA01. © 22Oct58; KK138375.
Temco controlled tension winders. Bulletin no.W01. © Sealol Winders, Inc., solely owned by Sealol Corp.; 22Oct58; KK138809.

SEALOL WINDERS, INC., solely owned by SEALOL CORP. SEE Sealol Corp.

SEALY, INC. ©

Actually, you can help your posture while you sleep on a Sealy Posturepedic; the extra firm mattress. (In Life, Oct. 27, 1958, p.81) Appl. author: J. Walter Thompson Co. © 23Oct58; KK138770.

Actually, you can help your posture while you sleep, on a Sealy Posturepedic; the extra firm mattress that's comfortable. (In Life, Sept. 29, 1958, p.10) Appl. author: J. Walter Thompson Co. © 25Sep58; KK137787.

For just one more week, lowest price ever for a Sealy Button-Free mattress. Golden Sleep mattress; Golden Sleep deluxe mattress. (In Life, Sept. 8, 1958, p.115) Appl. author: J. Walter Thompson Co. © 4Sep58; KK137860.

Golden values sale, once a year event; lowest price ever for a Sealy Button-Free mattress. Posture is a plus ... on a Posturepedic mattress; Golden Sleep mattress. (In Life, July 14, 1958, p.12-13) Appl. author: J. Walter Thompson Co. © 10Jul58; KK136151.

Handsome sofa by day, comfortable bed at night; now's the time to save on a handsome convertible during Sealy's golden values sale. Madison Redi-Bed [and 5 other styles] (In Living for young homemakers, Aug. 1958, p.2) Appl. author: J. Walter Thompson Co. © 19Jul58; KK136153.

Save now in Sealy's golden values sale; lowest price ever for a Sealy Button-Free mattress. Golden Sleep mattress; elite twin-bed ensemble. (In Life, Aug. 4, 1958, p.3) Appl. author: J. Walter Thompson Co. © 31Jul58; KK136152.

The Scholz Mark 58 house of the year features mattresses by Sealy; only Sealy makes the famous Posturepedic mattress. (In House beautiful, June 1958, p.146) Appl. author: J. Walter Thompson Co. © 20May58; KK135506.

Shop right from this page; big savings on beautiful twin-bed ensembles now during Sealy's golden values sale. Fashionaire [and 4 other] ensembles. (In True story, Aug. 1958, p.73) Appl. author: J. Walter Thompson Co. © 7Jul58; KK136150.

SEARS, ROEBUCK & CO. ©

Coldspot gives more all-out convenience; Sears new 2-door refrigerator-freezer. (In Better homes & gardens, June 1958, p.118-119) © 20May58; KK138187.

New world of school fashions at Sears. Fraternity prep wash 'n' wear Ivy slacks [and 5 other] fashions. (In Life, Aug. 18, 1958, p.30-31) © 14Aug58; KK138186.

Only Sears lets you shift to new quiet power; 1958 Craftsman 20-inch 2 1/2 hp rotary mower. (In Life, Apr. 21, 1958, p.100-101) © 17Apr58; KK138185.

The only shoes for nurses approved by the National Foot Health Council; Kerrybrooke White Shield. Style 2940 [and 2 other] styles. (In The American journal of nursing, June 1958, p.802) © 22Apr58; KK138188.

SECO CO., INC. ©

Seco-Ware 1959 merchandiser. Stainless steel food storage pans. © 3Nov58; KK138585.

SEDGEWICK PUB. CO. ©

Make mine a '59 Pontiac. Jaeger Pontiac. Appl. author: William G. Carney. © 31Oct58; KK139296.

SERTA ASSOCIATES, INC. ©

Button-top mattresses went out with button shoes; modern smooth-top Sertapedic gives you the world's most restful sleep. (In Arizona republic, Phoenix, Ariz., Sept. 22, 1958, p.21) Appl. author: Erwin, Wasey, Ruthrauff & Ryan, Inc. © 22Sep58; KK139485.

Get that Serta feeling, get up-and-go, from the world's most refreshing sleep; look your youngest ... with Serta Perfect Sleeper mattress. (In Life, May 5, 1958, p.44-45) Appl. author: Erwin, Wasey, Ruthrauff & Ryan, Inc. © 30Apr58; KK137442.

Get that Serta feeling, get up-and-go, from the world's most refreshing sleep; Perfect Sleeper smooth-top mattresses and box springs. (In Chicago Sunday tribune magazine, May 25, 1958, p.2) Appl. author: Erwin, Wasey, Ruthrauff & Ryan, Inc. © 25May58; KK137841.

Get that Serta feeling; get up and go from the world's most refreshing sleep. Perfect Sleeper, smooth-top mattresses and box springs. (In Good housekeeping, May 1958, p.209) Appl. author: Erwin Wasey, Ruthrauff & Ryan, Inc. © 17Apr58; KK136578.

Serta-Lux smooth-top mattress now on sale. (In Tampa tribune, Tampa, Fla., July 23, 1958, p.5) Appl. author: Erwin, Wasey, Ruthrauff & Ryan, Inc. © 23Jul58; KK137838.

Serta-Lux smooth-top mattress now on sale. Serta introduces the new Serta-Bilt mattress. (In Life, July 14, 1958, p.77) Appl. author: Erwin, Wasey, Ruthrauff & Ryan, Inc. © 10Jul58; KK136416.

Which face fits your morning husband? Smooth-top Sertapedic, a Perfect Sleeper mattress. (In Life, Oct. 6, 1958, p.118-119) Appl. author: Erwin, Wasey, Ruthrauff & Ryan, Inc. © 20Oct58; KK139484.

Wife quiz: Which face fits your morning husband? Smooth-top Sertapedic, a Perfect Sleeper mattress. Recommended by Ruth Lyons. (In Columbus evening dispatch, Oct. 1, 1958, p.4B) Appl. author: Erwin, Wasey, Ruthrauff & Ryan, Inc. © 10Oct58; KK139000.

SERVICE LEASING CORP. ©

Cash in on the leasing trend; thousands of dealers sign up. (In Automotive news, Nov. 3, 1958, p.11) Appl. author: Fuller & Smith & Ross, Inc. © 3Nov58; KK138840.

7 STEERS, INC. ©

Car service menu. 7 steerburgers [and 6 other items] Appl. author: Thomas B. Ham. © 25Aug58; KK137556.

The 7 steaks, not charbroiled, but broiled over real charcoal before your eyes. The Fiesta [and 6 other] steaks. (Table menu) Appl. author: Thomas B. Ham. © 25Aug58; KK137555.

SEVEN-UP CO. ©

Bet you my sun-day hat, you'll say it's a real thirst-quencher. (In Life, Aug. 11, 1958, p.63) Appl. author: J. Walter Thompson Co. © 7Aug58; KK136596.

Enjoy a Seven-Up float; 7-Up and ice cream, get 'em together like this. (In Life, June 9, 1958, p.79) Appl. author: J. Walter Thompson Co. © 5Jun58; KK135512.

Fresh up Freddie says: Right now, you're probably asking yourself, how do swimming champs get a quick refreshing lift? (In Dell looney tunes, Aug. 1958, p.2 of cover) Appl. author: J. Walter Thompson Co. © 24Jun58; KK135967.

Fresh up Freddie says: Right now, you're probably asking yourself, how does an Indian brave get a fresh, clean taste while attacking a wagon train? (In Dell Walt Disney's comics, Nov. 1958, p.4 of cover) Appl. author: J. Walter Thompson Co. © 24Sep58; KK137865.

Fresh up Freddie says: Right now, you're probably asking yourself, what do alligator-wrestlers drink to quench their thirsts? (In Dell Ben Bowie and his mountain men, Aug.-Oct. 1958, p.2 of cover) Appl. author: J. Walter Thompson Co. © 24Jun58; KK135969.

Fresh up Freddie says: Right now, you're probably asking yourself, what do skin divers drink for a fresh, clean taste? (In Dell M. G. M.'s Tom and Jerry comics, Aug. 1958, p.2 of cover) Appl. author: J. Walter Thompson Co. © 24Jun58; KK135968.

Fresh up Freddie says: Right now, you're probably asking yourself, what does a fox hunter drink to quench his thirst? (In Dell looney tunes, Nov. 1958, p.4 of cover) Appl. author: J. Walter Thompson Co. © 24Sep58; KK137866.

Fresh up Freddie says: Right now, you're probably asking yourself, what does a ghost hunter drink to quench his thirst? (In Dell looney tunes, Oct. 1958, p.3 of cover) Appl. author: J. Walter Thompson Co. © 23Aug58; KK137863.

Fresh up Freddie says: Right now, you're probably asking yourself, what does a lion hunter drink for a quick, refreshing lift? (In Dell Tom & Jerry, Oct. 1958, p.3 of cover) Appl. author: J. Walter Thompson Co. © 23Aug58; KK137864.

Great way to keep going; have this quick, refreshing lift. (In Look, Sept. 16, 1958) Appl. author: J. Walter Thompson Co. © 2Sep58; KK137861.

Homework must've been awful before they invented this fresh, clean taste. (In Look, Oct. 14, 1958, p.115) Appl. author: J. Walter Thompson Co. © 30Sep58; KK138764.

How to make a great Collins in just 30 seconds; make it with Seven-Up. (In Sports illustrated, June 9, 1958, p.43) Appl. author: J. Walter Thompson Co. © 6Jun58; KK135513.

Put miles between you and thirst with this real thirst-quencher. Dear driver. (In Life, July 7, 1958, p.12) Appl. author: J. Walter Thompson Co. © 3Jul58; KK136149.

Smart money says Seven-Up makes the mellowest highballs. (In Sports illustrated, Sept. 8, 1958, p.23) Appl. author: J. Walter Thompson Co. © 4Sep58; KK137862.

Touche; Seven-Up smooths your whiskey as no other mixer can do. (In Sports illustrated, Oct. 27, 1958, p.37) Appl. author: J. Walter Thompson Co. © 23Oct58; KK138768.

Turn a good shot into a great highball; mix with mellowing Seven-Up. (In Sports illustrated, Sept. 29, 1958, p.39) Appl. author: J. Walter Thompson Co. © 25Sep58; KK137785.

You'll spend your time enjoying a Seven-Up collins, not making it. (In Sports illustrated, Aug. 4, 1958, p.24) Appl. author: J. Walter Thompson Co. © 1Aug58; KK136598.

You've never had a Collins so good, so quick; it's the Seven-Up Collins. (In Sports illustrated, July 7, 1958, p.2 of cover) Appl. author: J. Walter Thompson Co. © 3Jul58; KK136148.

SEW-RITE CORP. ©

This envelope contains 2 (two) Stik-A-Rule adhesive rulers, each 12" long. Appl. author: Harold S. Overman. © 27Jun58; KK137244.

SEYMOUR, ALEC. ©

Office of Hugo, the happy hippo; ad libbing animal agent. Freddy the frugal frog [and 4 other] animals. © 20May58; KK136067.

SHAFFER, RUBEN. ©

A Paris creation. © 23Jun58; KK136230.

SHAKESPEARE CO. ©

New, Shakespeare Wonderods Double-Bilt for power. No.1579. (In Fishing tackle trade news, Sept. 1958, p.14) Appl. author: Thomas F. Bubin. © 25Sep58; KK138359.

SHARFE, LOUIS & OSCAR SOLDINGER, co-owners, S. & S. MANUFACTURING CO.

SEE S. & S. Manufacturing Co.

SHEAFFER (W. A.) PEN CO. ©

Better writers have a rule, take a Sheaffer back to school. Skripsert fountain pen; Skripripter ballpoint. (In The Saturday evening post, Aug. 16, 1958, p.6) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 12Aug58; KK139428.

Cash in on the June gift market with Sheaffer's Snorkel pen. (In The National stationer, June 1958, p.2 of cover) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 10Jun58; KK136211.

Lady Sheaffer Skripsert fountain pen collection. (In Vogue, Sept. 1, 1958, p.97) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 1Sep58; KK139427.

The more important the signature, the more likely you'll find it is written with ... the distinguished Sheaffer Snorkel fountain pen. [Endorsed by] Milton Caniff, Al Capp, Walt Kelly. (In The Saturday evening post, May 3, 1958, p.75) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 29Apr58; KK136209.

New Lady Sheaffer Skripsert fountain pen. (In The New Yorker, Apr. 26, 1958, p.10) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 24Apr58; KK136202.

Now, the only ballpoint that writes with Skrip, ballpoint fluid. Skripripter. [Girl holding 6 pens] (In Life, Mar. 24, 1958, p.62-63) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 20Mar58; KK136208.

Now, the only ballpoint that writes with Skrip, ballpoint fluid. Skripripter. [Hand holding pen] (In Look, Apr. 1, 1958, p.10) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 19Mar58; KK136207.

So clever, no lever; new cartridge pen, the fountain pen that fills like a ballpoint. (In American girl, May 1957, p.75) Appl. author: Keyes, Madden & Jones, division of Russel M. Seeds Co., Inc. © 27Apr57; KK136340.

So new and completely irresistible, Lady Sheaffer Skripsert fountain pen. Lady Sheaffer 1 pen [and 5 other styles] © W. A. Sheaffer Pen Co. t.a. Sheaffer's; 3Mar58; KK136200.

Spring shower of gifts. Statesman [and 8 other items] (In The Saturday evening post, May 11, 1957, p.24) Appl. author: Keyes, Madden & Jones. © 11May57; KK136371.

SHELL OIL CO. ©

Apples for the axlemaker. Eaton Manufacturing Company ... using a unique program of modern lubrication. (In Time, Sept. 1, 1958, p.2 of cover) Appl. author: J. Walter Thompson Co. © 26Aug58; KK137322.

Drawing made easy. Anaconda Wire & Cable Company cut lubricant inventories. (In Time, Aug. 11, 1958, p.2 of cover) Appl. author: J. Walter Thompson Co. © 5Aug58; KK136813.

Oil for an atomic lamp. Pacific Gas and Electric Company and General Electric have built a plant. (In Time, Apr. 14, 1958, p.53) Appl. author: J. Walter Thompson Co. © 8Apr58; KK136812.

TCP ... gasoline additive, the greatest gasoline development in 31 years. (In The New York times, May 16, 1958, p.11) Appl. author: J. Walter Thompson Co. © 16May58; KK135350.

Taming a sheet-steel dragon. U. S. Steel Corporation found an answer to a costly safety problem. (In Time, Sept. 29, 1958, p.76) Appl. author: J. Walter Thompson Co. © 24Sep58; KK139407.

Why Paul Bunyan had to bellow like a bull. Brown Company ... faced special maintenance difficulties. (In Time, June 2, 1958, p.25) Appl. author: J. Walter Thompson Co. © 27May58; KK136814.

SHERMAN PAPER PRODUCTS CORP. ©

Corroflex case history 1153: trailer hot water heaters. © 24Feb58; KK136346.

Corroflex case history 1154: automotive parts. © 24Feb58; KK136347.

Corroflex case history 1158: luggage. © 24Mar58; KK136351.

Corroflex case history 1164: surveying instruments. © 12May58; KK136357.

Corroflex case history 1168: bulky items. © 14Jul58; KK136361.

Sherm-A-Pak case history 1166: pottery. © 28May58; KK136359.

Specialty package case history 1155: mail order shipments. © 10Mar58; KK136348.

Specialty package case history 1157: printed literature. © 24Mar58; KK136350.

Specialty package case history 1159: bottled pharmaceuticals. © 14Apr58; KK136352.

Specialty package case history 1160: steel drums. © 14Apr58; KK136353.

Specialty package case history 1161: machine parts. © 28Apr58; KK136354.

Specialty package case history 1163: vacuum cleaner parts. © 12May58; KK136356.

Specialty package case history 1165: fin-type radiators. © 28May58; KK136358.

Spot-Seal case history 1156: aluminum extrusions. © 10Mar58; KK136349.

Spot-Seal case history 1162: plastic reflectors. © 28Apr58; KK136355.

Spot-Seal case history 1167: aluminum railings. © 14Jul58; KK136360.

SHERMAN PAPER PRODUCTS CORP. OF CALIFORNIA. ©

Bakery packaging materials.

Corrodek sweet goods & pan liners.

© 25Aug58; KK137095.

Doilies; plain, stock designs.

© 25Aug58; KK137094.

Fluted baking & eclair cups.

© 25Aug58; KK137092.

Fluted oblong pan liners; fluted

layer liners. © 25Aug58;

KK137090.

Round fluted pan liners.

© 25Aug58; KK137093.

Sparkle carbon fruit cake pan liners. © 25Aug58; KK137091.

SHETLAND PONY IDENTIFICATION BUREAU, INC. ©

Important announcement to breeders of quality grade Shetland ponies. (In The Western horseman, Sept. 1958, p.19) © 25Aug58; KK137162.

SHINE MAGIC CO. ©

Instant Shine Magic with magic Vivicolor; the shoe polish that works like magic. Appl. author: A. V. Schultz. © 17Apr58; KK136427.

SHORE LINE INDUSTRIES, INC. ©

Florida select oranges. © 5Nov58; KK139142.

SHOW-HOUSE.

Best in the House. Luminall [and 5 other products] (In Good housekeeping, Sept. 1958, p.42-43) © Show-House, a copartnership composed of Jule R. Von Sternberg & Charles H. Albin; 20Aug58; KK137324.

Best in the House. Make good times better. Morrison Roly-Doors and Mor-Sun heating and air conditioning [and 2 other products] (In Good housekeeping, June 1958, p.53) © Show-House, a copartnership composed of Jule R. Von Sternberg & Charles H. Albin; 20May58; KK137323.

SHOWPIECE RINGS. ©

AAAL sets; buy your engagement and wedding ring together. Free, man's 14k gold wedding ring. Appl. author: Hyman A. Massover. © 1Jul58; KK136746.

SIEGLER CORP. ©

Don't go through another winter with cold floors, discover the miracle of traveling floor heat; home heaters. (In Wallace's farmer & Iowa homestead, Sept. 15, 1956) Appl. author: Dancer-Fitzgerald-Sample, Inc. © 15Sep56; KK138184.

SILVA, INC. ©

New pioneer compass. © 15Aug58; KK137853.

SILVER, IRVIN, sole owner, SILVER ADVERTISING AGENCY. SEE Silver Advertising Agency.

SILVER ADVERTISING AGENCY.

Attention: if you own your lot, all this can be yours; pre-finished ranch home. (In The Baltimore sun, June 22, 1958, section C, p.6) Appl. author: Irvin Silver. © Silver Advertising Agency (in notice: Silver Agency); 22Jun58; KK136224.

Motorola's count the satellite contest; win new 1958 Motorola color TV. (In The Evening bulletin, Nov. 29, 1957, p.12) © Silver Advertising Agency, Irvin Silver, sole owner; 29Nov57; KK137159.

SILVER AGENCY. SEE Silver Advertising Agency.

SIMMONS CO. ©

All new and firmer, too, the all-new Beautyrest. Ordinary mattress; Beautyrest mattress. (In Life, May 26, 1958, p.46) Appl. author: Young & Rubicam, Inc. © 22May58; KK136394.

Carload bargains sale; if you like a bargain and love fine furniture, this event is made for you. 2-pc. modern suite [and other types of] bedding & convertibles. (In Life, June 9, 1958, p.4-7) Appl. author: Young & Rubicam, Inc. © 5Jun58; KK136502.

Have you felt the good news? It's the all-new, all-better Beautyrest. Ordinary mattress: Beautyrest mattress. (In Life, June 2, 1958, p.37) Appl. author: Young & Rubicam, Inc. © 29May58; KK136395.

Hide-A-Bed inspires a modern den. (In Better homes & gardens, Apr. 1958, p.38) Appl. author: Young & Rubicam, Inc. © 20Mar58; KK139006.

Hide-A-Bed interprets early American. By night, a comfortable guest room with Beautyrest mattress. (In Better homes & gardens, May 1958, p.115) Appl. author: Young & Rubicam, Inc. © 22Apr58; KK136403.

How can the best be even better? Try the all-new Beautyrest. Ordinary mattress; Beautyrest mattress. (In Life, June 16, 1958, p.102) Appl. author: Young & Rubicam, Inc. © 12Jun58; KK136396.

A new concept in the orthopedic-type mattress, new Back Care mattress. (In Journal of the American Medical Assn., Sept. 6, 1958, p.114) Appl. author: Young & Rubicam, Inc. © 3Sep58; KK138415.

New freedom for your back; new Back Care mattress. (In The Saturday evening post, May 24, 1958, p.105) Appl. author: Young & Rubicam, Inc. © 20May58; KK137709.

The new, new, new Beautyrest. Ordinary mattress; Beautyrest mattress. (In Life, May 12, 1958, p.11) Appl. author: Young & Rubicam, Inc. © 8May58; KK136397.

No one has to settle for less than a Simmons mattress. New Slumber King [and 4 other] mattresses. (In Look, Sept. 16, 1958, p.44-45) Appl. author: Young & Rubicam, Inc. © 2Sep58; KK138407.

Our new line arrives; now, a complete line of crib and youth-bed mattresses and nursery padded accessories. (In Juvenile merchandising, June 1958, p.41) Appl. author: Young & Rubicam, Inc. © 28May58; KK139008.

Simmons brings you five top Hide-A-Bed styles, each at a \$50 saving. Westminster Hide-A-Bed sofa [and 4 other] sofas. (In The Saturday evening post, Aug. 23, 1958, p.46-47) Appl. author: Young & Rubicam, Inc. © 19Aug58; KK138414.

Stop at the Beautyrest sign; completely different from any other mattress. (In The Saturday evening post, July 12, 1958, p.18) Appl. author: Young & Rubicam, Inc. © 8Jul58; KK138417.

What makes the all-new Beautyrest so buoyantly firm? And read why this newest, most comfortable of mattresses actually costs least to own. (In Ladies' home journal, Aug. 1958, p.116) Appl. author: Young & Rubicam, Inc. © 29Jul58; KK138413.

Your back needs this new buoyant firmness; it's the all-new Beautyrest. Read why the finest mattress actually costs least to own. (In Ladies' home journal, Sept. 1958, p.38) Appl. author: Young & Rubicam, Inc. © 26Aug58; KK138409.

SIMPLICITY PATTERN CO., INC. ©

Chemise jumper discovers giant plaids. 2657. (Large poster) © 1Jul58; KK135985.

Family circle magazine features Simplicity's car coat in a giant plaid. 2638. (Large poster) © 1Jul58; KK135984.

Holiday glamour in miniature. 2789; 2738; 2667. (Double poster) © 1Nov58; KK138660.

Holiday pink for mother and daughter. 2789; 2808. (Large poster) © 1Nov58; KK138659.

How to dress as if money were no object. 2723; 2631. (Double poster) © 1Sep58; KK137889.

How to dress with flair. Simplicity, the fashion magazine for women who sew; fall-winter 1958. Read Dress with flair for the life you lead. (Large poster) © 1Aug58; KK136643.

Made for slenderettes; the Empire line. 2801. (Large poster) © 1Nov58; KK138658.

New silhouette excitement; the Bubble. November 1958. 2723. (Large poster) © 1Sep58; KK137891.

Partners in plaid; printed patterns. 2698. (Large poster) © 1Aug58; KK136642.

Please hand to fabric buyer, urgent. 1 yard wonder, simple-to-make. 2656. (Double poster) © 1Jul58; KK135983.

Printed patterns. 2673; 2671. (Chain store poster) © 1Jul58; KK135982.

Printed patterns. 2680; 2702. (Chain store poster) © 1Aug58; KK136640.

Printed patterns. 2717; 2768. (Chain store poster) © 1Oct58; KK138105.

Printed patterns. 2736; 2743. (Chain store poster) © 1Sep58; KK137888.

Printed patterns. 2819; 2824. (Chain store poster) © 1Nov58; KK138657.

Sew your Christmas gifts with Simplicity. (Large poster) © 1Oct58; KK138107.

Simple-to-make; triple-treat silhouette shift. 2736. (Large poster) © 1Sep58; KK137890.

Simplicity presents a sew-it-yourself holiday boutique. 2784; 2745; 2327-2329; 2755; 1406; 1824; 1863; 2744; 4915; 2293. (Double poster) © 1Oct58; KK138106.

Simplicity tops the honor roll with plaid. 2630; 2672; 2634; 2632. (Double poster) © 1Jul58; KK135986.

Simplicity's new silhouettes in winter prints are the talk of the town. 2679-2681; 2702. (Double poster) © 1Aug58; KK136641.

SIMS, LOUIS H., sole owner, PRO-MOTIONAL GIMMICKS. SEE Pro-Motional Gimmicks.

SINGER MANUFACTURING CO. ©

Another Singer first for the shoe industry, Singer class 236w single-needle lockstitch machines. Form no.1214MT (558) © 21Jun58; KK136797.

15-125 machine parts; showing points of wear. Form 20983 (258) © 29Jul58; KK136983.

401A1 machine parts; showing points of wear. Form 20508 (658) © 29Jul58; KK136984.

Minimize pucker in your wash-n-wear garments; new Singer 251-4 and 251-6; high speed single-needle lockstitch machines. Form no.1255MT (658) © 22Jul58; KK136798.

New Singer 143w18 zigzag machine; for high speed simultaneous shirring and attaching lace, stitching of two-way stretch foundation garments. Form no.1248MT (558) © 29May58; KK136647.

The new Singer sewing courses. NA 3820. © 16May58; KK139455.

New, versatile Singer 246-31 over-edger for stitching small tubular items. Form no.1243MT (658) © 22Jul58; KK136796.

99-31 machine parts; showing points of wear. Form 20982 (258) © 29Jul58; KK136982.

Now gather continuously or intermittently ... with the new Singer 246-16 high-speed overedger. Form 1007MT (558) © 29May58; KK136646.

R.F.4 and R.F.5 motors; showing points of wear. Form 20980 (758) © 29Jul58; KK136981.

17w15 machine for rope stitching. Form no.1215MT (658) © 22Jul58; KK136799.

The tailor's favorite; preferred for quality custom alteration and repair work everywhere. 31-15 single-needle lockstitch machine. Form no.1026MT (658) © 21Jun58; KK136645.

319Korw2 machine parts; showing points of wear. Form 20825 (658) © 29Jul58; KK136980.

319K2. Sewing machines. Form 20911 (758) © 5Sep58; KK137664.

306K25. Sewing machines. Form 20912 (758) © 5Sep58; KK137663.

Your solid foundation for sewing room efficiency. Electric driving equipment, tables, stands. Form no.1212MT (558) © 29May58; KK136644.

SISSON, LAURENCE. SEE Indigenous Enterprises.

SKAALE, A. J. © In a cigarette, it's the end result that counts. (In The St. Paul's review, Oct. 30, 1958, p.2) © 30Oct58; KK138473.

SKELLY OIL CO. © 1959 car comparisons. How do 12 leading motor oils compare? Skelly Supreme. Appl. author: Bruce B. Brewer & Co. © 30Nov58; KK139226.

SLIMMERETTE CORP. © The Slimmerette Vitalizer; a physical fitness program for you and your key executives. © 3Jul58; KK136696.

SLOAN-ASHLAND DIVISION of WORLD EVENTS MAGAZINE, INC. SEE World Events Magazine, Inc.

SMIRNOFF, STE PIERRE FLS. Ste Pierre Smirnoff Fls vodka. Cmuphobekar Bogra no.21. © Heublein, Inc. d.b.a. Ste Pierre Smirnoff Fls; 26Jun58; KK136201.

SMITH (A. O.) CORP. © Automatic gas-fired Burkay water heater, model B-97. Hot water economically. Appl. author: Cramer-Krasselt Co. © 10May58; KK135587. Permaglas gas-fired boilers surround you with comfort. PB-151. Appl. author: Cramer-Krasselt Co. © 24Jul58; KK135890.

Permaglas gas-fired boilers will help you get the most out of any hydronic heating system. PB-152. Appl. author: Cramer-Krasselt Co. © 24Jul58; KK135889.

SMITH, GEORGE T. ©

Dog is man's best friend; Kleentab is your engine's best friend. Oiltab, Gastab, Watertab. © 6Feb58; KK137772.

George F. Giloy ... Dear Mr. Smith: I have had more than 50 years of experience in the automobile industry. The Kleentab Co. (George F. Giloy testimony to Kleentab products) Oiltab, Gastab, Watertab. © 15Aug58; KK137770.

To the consumer: I pledge you honest and well principled products. The Kleentab Co. (George T. Smith pledge to the consumer of Kleentab products) Oiltab, Gastab, Dieseltab for gasoline & diesel engines. © 10Jun57; KK137771.

SMITH-CORONA, INC. ©

Now anyone can learn touch typing at home in just ten days; free with any Smith-Corona portable, this complete home typing course on records. (In The Indianapolis star magazine, Aug. 10, 1958, p.9) Appl. author: Cunningham & Walsh, Inc. © 10Aug58; KK136745.

An offer that can make your child a better student in just 10 days; free with any Smith-Corona portable, a 10-day home typing course on records. (In The Indianapolis star magazine, Aug. 17, 1958, p.10) Appl. author: Cunningham & Walsh, Inc. © 17Aug58; KK136744.

SMITH-CORONA MARCHANT, INC. ©

The gift that gives better grades in school; a \$23.95 home typing course ... with any Smith-Corona portable. (In Life, Dec. 8, 1958, p.157) Appl. author: Cunningham & Walsh, Inc. © 4Dec58; KK139364.

Students learn more, adults earn more when you know how to type. Free with any Smith-Corona portable, a \$23.95 home study course. (In Life, Oct. 20, 1958, p.57) Appl. author: Cunningham & Walsh, Inc. © 16Oct58; KK138311.

SNIDERS' POSTER PROCESS CO. ©

Esso; this is your Esso safety barricade. If you are forced to park ... insert this tab in the opposite face to set up your barricade. © 1Aug58; KK138502.

SOCONY MOBIL OIL CO., INC. ©

Sure way for the highway; Mobil, for greater driving, pleasure and safety. © 4Jun58; KK136175.

SOHIO.

And then I'd buy a car and fill it up with Boron. (In Cleveland news, Oct. 20, 1958, p.12) Appl. author: McCann-Erickson, Inc. © Standard Oil Co. of Ohio d.b.a. Sohio; 20Oct58; KK139051.

The fun begins with Boron; new super Boron gives your car more go. (In Cleveland plain dealer, Nov. 24, 1958, p.16) Appl. author: McCann-Erickson, Inc. © Standard Oil Co. of Ohio d.b.a. Sohio; 24Nov58; KK139247.

Have Boron, will travel; new super Boron gives your car more go. (In Cleveland plain dealer, Oct. 28, 1958, p.12) Appl. author: McCann-Erickson, Inc. © Standard Oil Co. of Ohio d.b.a. Sohio; 28Oct58; KK139347.

How to tell your car you love it; new super Boron gives your car more go. (In Cleveland news, Nov. 17, 1958, p.8) Appl. author: McCann-Erickson, Inc. © Standard Oil Co. of Ohio d.b.a. Sohio; 17Nov58; KK138945.

This is driving, as driving should be; new super Boron gives your car more go. (In The Cleveland press, Nov. 10, 1958, p.8) Appl. author: McCann-Erickson, Inc. © Standard Oil Co. of Ohio d.b.a. Sohio; 10Nov58; KK138672.

SOLDINGER, OSCAR & LOUIS SHARFE, co-owners, S. & S. MANUFACTURING CO. SEE S. & S. Manufacturing Co.

SOMERSET PAINT CO.

Varnishes. Contents one gallon U. S. standard. © Clover Leaf Paint & Varnish Corp. d.b.a. Somerset Paint Co.; 10Sep58; KK137327.

SOUTHERN COMFORT CORP. ©

How to make the 32 drinks guests most often ask for. The formula for this unique 100 proof liquor has remained a family secret. (In Esquire, Oct. 1958, p.79-90) Appl. author: Krupnick & Associates, Inc. © 18Sep58; KK138088.

SOUTHERN HANDKERCHIEF MANUFACTURING CO. ©

All American he-man handkerchiefs for a he man. Fair game. No.2040. Contents: 3 handkerchiefs. Appl. author: Lowe & Hall Advertising Agency. © 12Sep58; KK137552.

All American he-man handkerchiefs for a he man. Tempting dish. No.2045. Contents: 3 handkerchiefs. Appl. author: Lowe & Hall Advertising Agency. © 12Sep58; KK137551.

SOUTHLAND COFFEE CO. ©

Tea-licious; Bailey's Westover tea. (In Atlanta Journal-Constitution, June 5, 1958) © 5Jun58; KK136486.

SPALDING (A. G.) & BROS., INC.

Panel Builder; builds engineering models with a new dimension. Original Tinkertoy. 402 pieces. © Toy Tinkers, division of A. G. Spalding & Bros., Inc.; 1May58; KK135419.

SPARKLETT'S DRINKING WATER CORP. ©

Delicious, you drink enough for better health; spring fresh drinking water. Net contents five gallons. Appl. author: Herbert C. Brown. © 21Apr58; KK136822. Lifetime protection against tooth decay; fluoridated water. Net contents five gallons. Appl. author: Herbert C. Brown. © 16Jun58; KK136821.

SPECIAL GAME CO.

Bride, a new game for bridal showers, with an extra game, Bridal spelling bee. No.201. © Delbert S. Clark d.b.a. Special Game Co.; 1Jun58; KK138232.

Cupid, versatile new game for bridal showers, Valentine parties, anniversary parties. No.205. © Delbert S. Clark d.b.a. Special Game Co.; 1Jun58; KK138231.

Stork, a new game for baby showers, with an extra game, Baby spelling bee. No.202. © Delbert S. Clark d.b.a. Special Game Co.; 1Jun58; KK138233.

SPECIALTY ADVERTISING SERVICE, INC. ©

Space guide. Maximum surface temp.; period of revolution. Each 1-lb. package of Swift's Premium franks or bacon contains a space guide. Appl. author: Robert L. Weil. © 16Jun58; KK135481.

Space guide. Mean distance from sun; astronomical symbol. Each 1-lb. package of Swift's Premium franks or bacon contains a space guide. Appl. author: Robert L. Weil. © 16Jun58; KK135482.

Space guide. Period of rotation; diameter. Each 1-lb. package of Swift's Premium franks or bacon contains a space guide. Appl. author: Robert L. Weil. © 16Jun58; KK135480.

Space guide. Velocity of escape; distance from earth at closest approach. Each 1-lb. package of Swift's Premium franks or bacon contains a space guide. Appl. author: Robert L. Weil. © 16Jun58; KK135483.

Swift's space travel guide; relative size and diameter of space bodies compared to earth. Dried beef. Appl. author: Robert L. Weil. © 15Jul58; KK136491.

SPEED QUEEN, a division of MCGRAW-EDISON CO. SEE McGraw-Edison Co.

SPENCE, MRS. E. K. & A. M. HOLLINGSWORTH t.a. HOLLINGSWORTH PRODUCTS CO. SEE Hollingsworth Products Co.

SPENCE ENGINEERING CO., INC. ©

Application guide; aquatherapy bath heating control. Illustrating the Spence type EM3T14D temperature regulator. File B7. © 20May55; KK136120.

Application guide; automatic feed pump turbine idling and start-up control. The Spence type EDM34. File C13. © 27May55; KK136121.

Application guide; constant pressure reciprocating steam fuel oil pump governor. The Spence type EP constant pressure pump governor. File C6B8. © 11Feb55; KK136109.

Application guide; differential oil pressure regulator. The Spence type N24 differential pressure regulator. File C5B14. © 9Nov56; KK136071.

Application guide; exhausting turbine make-up by-pass. The Spence type ED or ED3 pressure regulator. File C6. © 10Jan55; KK136106.

Application guide; fulling soap mix kettle temperature control. The Spence type ET temperature regulator. File H4B5. © 11Mar55; KK136113.

Application guide; greenhouse air temperature control. Illustrated as the Spence type ET14D temperature regulator. File K1. © 1Apr55; KK136116.

Application guide; hot-process softener steam supply regulator. The Spence type ED5 pressure regulator. File C3B11. © 18Mar55; KK136114.

Application guide; oil storage tank temperature control. Illustrated as the Spence type ET14D temperature regulator. File C7. © 28Jan55; KK136108.

Application guide; plating tank temperature control. The Spence type ET temperature regulator. File J4B1. © 17Jan55; KK136107.

Application guide; retarding application of load to boilers' ability to pick up. The Spence type EFD pressure and back pressure regulator. File C7A12. © 25Mar55; KK136115.

Application guide; snow melting steam control. The Spence type EM3T124 temperature regulator. File B4. © 8Apr55; KK136117.

Application guide; swimming pool water heating temperature control. The Spence type ET14D temperature control. File B5. © 6May55; KK136118.

Application guide; swimming pool water heating temperature control. The Spence type ET14T134 temperature regulator. File B6. © 13May55; KK136119.

SPENCE ENGINEERING CO., INC. Cont'd.
Application guide; turbine gland seal steam regulator. The Spence type ED or ED3 pressure regulator. File C3B10. © 25Feb55; KK136110.
Application guide; unit heater pressure & room temperature control. The Spence type EM33D. File B9. © 16Mar56; KK136072.
Application guide; unit heater steam pressure control. The Spence type ED pressure regulator. File B8. © 9Mar56; KK136070.
Application guide; waste-heat steam distributing valve. The Spence type EF2 back pressure regulator. File C7B9. © 18Feb55; KK136111.
Application guide; wool scouring water temperature control. The Spence type ET temperature regulator. File H4B4. © 4Mar55; KK136112.
April 1957 price list. Direct operated pressure reducing valves. Form no.305G. © 10Aug57; KK136102.
Installation and operating instructions; type N24 oil differential valve. Form S.I.O.I.-31. © 13Aug57; KK136097.
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Parts list; type D24 and D25 water pressure reducing valves. Form S.P.P.9. © 27Sep57; KK136105.
Parts list; type E main valve; cast steel. Form S.P.P.13. © 4Sep57; KK136099.
Parts price list, type D4 pilot. Effective Aug. 1, 1956. Form S.P.P.28. © 25Feb57; KK136091.
Parts price list, type D120 pilot. Effective Aug. 1, 1956. Form S.P.P.27. © 25Feb57; KK136092.
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Parts price list, type W37 pilot. Effective Aug. 1, 1956. Form S.P.P.44. © 23Sep57; KK136103.
Thermostat bulbs. Style no.700 [and 12 other styles] Data sheet no.4-9) © 11May57; KK136095.
Type ET14 temperature regulator. Data sheet no.4-12. © 19Aug57; KK136098.
Type ET14D temperature regulator. Data sheet no.4-14. © 19Aug57; KK136101.
Type E2T14 temperature regulator. Data sheet no.4-13. © 19Aug57; KK136100.
Type E2T134 temperature regulator. Data sheet no.4-10. © 27Dec56; KK136073.
SPIN-A-HOOP, INC. ©
Swing into orbit with the Art Link-letter Spin-a-hoop; be sure to look for the official Spin-a-hoop seal. © 8Aug58; KK138896.
Swing into orbit with the Art Link-letter Spin-a-hoop; it's easy. © 8Aug58; KK138895.

SPRING AIR CO. ©
New, choice of 2 reversible Health Center mattresses. Health Center custom; Health Center Reversofoam. (In Good housekeeping, Aug. 1958, p.116-117) Appl. author: Gourfain-Loeff, Inc. © 17Jul58; KK136806.
Once a year Spring Air Turn Back the Clock mattress sale. Model 70. (In Good housekeeping, Jan. 1959, p.22) Appl. author: Gourfain-Loeff, Inc. © 16Dec58 (in notice: 1959); KK139630.
SQUIBB (E. R.) & SONS, a division of OLIN MATHIESON CHEMICAL CORP. SEE Olin Mathieson Chemical Corp.
SQUIRT CO. ©
For 1958, Squirt features show-how. Tip the bottle, see the fruit that gives you fresh fruit flavor. (In Mid-continent bottler, Mar. 1958, p.83) © 4Mar58; KK135505.
Squirt, fresh fruit flavor you can see; tip the bottle, see the fruit. (In Look, Aug. 19, 1958, p.88) © 5Aug58; KK137457.
Squirt introduces the Swirl, the newest bottle idea in many a year. (In The American soft drink journal, June 1958, p.113) © 6Jun58; KK136076.
Take a tip, tip the bottle; fresh fruit flavor you can see. (In Look, June 24, 1958, p.71) © 10Jun58; KK136075.
STACY-ADAMS CO. ©
Slip into Stacy-Adams slip on; shoes. Sabre last, style no.423. (In Esquire, Oct. 1958, p.274) © 18Sep58; KK137437.
You ought to be in our shoes. The Belaire. (In Apparel arts gentlemen's quarterly, summer 1958, p.128) © 15May58; KK135671.
STADLER FERTILIZER CO. ©
Gard-N-Gro, precision formulated plant food for flowers, vegetables, shrubs. Net weight 25 pounds. Appl. author: V. E. Winans. © 7Nov52; KK135603.
Triple X lawn food; Triple XXX lawn and tree food. Net weight 25 pounds. Appl. author: V. E. Winans. © 20Jan58; KK135604.
Triple XXX Azalea, Rhododendron, Camellia plant food. Net weight 25 pounds. Appl. author: V. E. Winans. © 11Jul57; KK135600.
Triple XXX Ban-A-Weed; Ban-A-Weed with 2-4-D, for broad leaf weed control and summer lawn feeding. Net weight 25 pounds. Appl. author: V. E. Winans. © 20Jan58; KK135601.
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STANDARD BRANDS, INC. ©
Captured at last in a caffeine-free coffee; instant Siesta. (In Youngstown vindicator, Youngstown, Ohio, May 15, 1958, p.26) Appl. author: Ted Bates & Co., Inc. © 15May58; KK136183.
Deep down health is something you can see in appearance, performance and class. Walter Kendall Hunt Club dog foods. (In Dog world, winter-spring shows issue, Feb. 1958, p.7) Appl. author: Ted Bates & Co., Inc. © 1Jan58; KK136198.
Greatest margarine discovery in 50 years; Fleischmann's golden Supreme. (In Portland press herald, Portland, Me., July 24, 1958, p.27) Appl. author: Ted Bates & Co., Inc. © 24Jul58; KK136438.

Only Royal gelatin gives you the fresh-fruit vitamin-C. Blue Bonnet margarine. (In Better homes & gardens, Sept. 1958, p.98) Appl. author: Ted Bates & Co., Inc. © 19Aug58; KK136732.
Save 35¢ with 3 valuable coupons like these. Blue Bonnet margarine; Royal gelatin dessert. (In Chicago news, June 26, 1958, p.33) Appl. author: Ted Bates & Co., Inc. © 26Jun58; KK135702.
Save 35¢ with 3 valuable coupons like these. Blue Bonnet margarine; Royal gelatin dessert. (In Chicago sun-times, June 26, 1958, p.55) Appl. author: Ted Bates & Co., Inc. © 26Jun58; KK135754.
Stop looking at life through coffee cup eyes; break the caffeine habit with new instant Siesta. (In Detroit news, Mar. 5, 1958, p.54) Appl. author: Ted Bates & Co., Inc. © 5Mar58; KK137140.
Your first pound free just for trying the first really new margarine in 50 years; Fleischmann's Supreme. (In Albany knickerbocker news, Aug. 7, 1958, p.6B) Appl. author: Ted Bates & Co., Inc. © 7Aug58; KK136434.
STANDARD CHLORINE CHEMICAL CO., INC.
Cloroben, the sanitation chemical proved most effective for ... reliable control of most sewage odors; this technical bulletin answers all these questions. Appl. author: William D. Cayton. © Cloroben Chemical Corp., subsidiary of Standard Chlorine Chemical Co., Inc.; 2May58; KK136181.
Now, end clogging and overflow of septic tanks and cesspools by eliminating the cause; Cloroben. Appl. author: William D. Cayton. © Cloroben Chemical Corp., subsidiary of Standard Chlorine Chemical Co., Inc.; 19May58; KK136182.
STANDARD OIL CO. ©
Do you have the Standard passport to convenient, carefree motoring? Standard's credit card. Appl. author: O. H. Peterson. © 2May57; KK135853.
STANDARD OIL CO. OF OHIO d.b.a. SOHIO. SEE Sohio.
STANLEY BUILDING SPECIALTIES CO. ©
Model 16 aluminum jalousie window, with continuous head and sill. © 25Jun58; KK136280.
STANLEY HOME PRODUCTS, INC. ©
Exciting outdoors, too; hostess parties. Stanhome. (In Ladies' home journal, Aug. 1958, p.69) © 29Jul58; KK136263.
Germ-Trol; disinfectant, deodorant, germicide. Stanhome. Net contents one quart. © 29Aug58; KK137254.
I've given one every few weeks for years; hostess parties. Stanhome. (In Ladies' home journal, Nov. 1958, p.154) © 29Oct58; KK138623.
The scent of lush meadows; now shop at Stanley parties for your choice of two delightful air fresheners. Meadowsweet; pine-scented. Stanhome. (In Good housekeeping, Sept. 1958, p.119) © 21Aug58; KK137206.
You can always go as you are and have fun; hostess parties. Stanhome. (In Ladies' home journal, Oct. 1958, p.193) © 30Sep58; KK139301.
STAR MAP SERVICE. ©
Index to Wisconsin Lake maps and information on the sportsman's map of Wisconsin and U. S. topographic maps. Appl. author: Robert E. Lee. © 20Aug58; KK139352.

STA-RIGHT CO.

Magnetic picture stabilizer. Directions. Appl. author: Nicholas Hornbacher. © Richard P. Petrick d.b.a. Sta-Right Co.; 28Oct58; KK139250.

STAR-KIST FOODS, INC. ©

Albacore chunk white tuna; new family size. Contents: 9 1/4 oz. © 29Sep58; KK137610.

STATE MUTUAL LIFE ASSURANCE CO. OF AMERICA. ©

Planned living; this may be the most important page you will ever turn. © 27Sep58; KK138278.

STAUFFER LABORATORIES. ©

After a tough day on the road, stop at a motel with this sign and relax away tensions with Travel-Rest. After driving ... the Posture-Rest unit. (In Holiday, Aug. 1958, p.89) Appl. author: Foote, Cone & Belding. © 17Jul58; KK135888.

An amazing new way to exercise without effort helps you get and keep a firm and lovely body after 30. Home reducing plan; Magic Couch, Posture-Rest. (In Good housekeeping, Sept. 1958, p.114-115) Appl. author: Foote, Cone & Belding. © 20Aug58; KK136731.

Answer to a vital management problem; how management can combat executive tension. Executive fitness program featuring the unique Office Gym. © 19Sep58; KK138301.

Executive fitness program; the Stauffer Office Gym. © 30Jun58; KK138300.

For a wife whose husband loves and understands her; Mr. Stauffer's Magic Couch. (In Better homes & gardens, Nov. 1958, p.122-125) Appl. author: Foote, Cone & Belding. © 21Oct58; KK138681.

Good news. Stauffer home plan news. Local users rave about Stauffer reducing plan. There's only one Magic Couch. © 1Aug58; KK137078.

Happiest housewife in Cochise County. To learn how ... write Stauffer home reducing plan. (In The Saturday evening post, Sept. 13, 1958, p.50-51) Appl. author: Foote, Cone & Belding. © 9Sep58; KK137903.

Midsummer reducing special; this week only. Stauffer System. (In Mirror-news, Los Angeles, Aug. 14, 1956, pt.2, p.2) Appl. author: Foote, Cone & Belding. © 14Aug56; KK139228.

Mirror, v.1, no.A. In its search for the 10 happiest women of 1959, the Stauffer home reducing plan offers these special prizes. © 1Aug58; KK137304.

Now for the first time, Stauffer home reducing plan as little as \$20 down, \$10 a month. Magic Couch, the Posture-Rest. © 10Feb58; KK137305.

Profit 2 ways with Travel-Rest.

A relaxing half-hour on the Posture Rest unit ... will convert your tired traveler. (In Tourist court journal, July 1958, p.41) Appl. author: Foote, Cone & Belding. © 25Jun58; KK135640.

Reduce for fall fashions; Stauffer System. World's largest slenderizing chain. (In Los Angeles herald & express, Sept. 4, 1956, p.C-6) Appl. author: Foote, Cone & Belding. © 4Sep56; KK139050.

A report from Charm. Aurele Spirt says: I found that I couldn't wear the new clothes I wanted to wear. Call today ... the Stauffer home reducing plan. © 1Aug58; KK137308.

Slenderize yourself the effortless way at home; home reducing plan. Here is the world-famous Posture-Rest unit, the Magic Couch that folds. © 15Dec57 (in notice: 1958); KK138299.

This is grass roots; home reducing plan. © 4Mar57; KK137307.

Worn out after a tough day on the road? Ask the office how you can get relief from driving fatigue; get rid ... with the Stauffer Travel-Rest. © 5Mar58; KK137306.

STEEN, HERBERT. SEE Blandford, Herbert Steen.

STENSO LETTERING CO. ©

Frontier letters and numbers.

Lettering guide combination set no.214. Appl. author: Robert S. Libauer. © 10Aug58; KK137701.

Modern script letters and numbers.

Lettering guide combination set no.215. Appl. author: Robert S. Libauer. © 10Aug58; KK137702.

Old English letters and numbers.

Lettering guide combination set no.212. Appl. author: Robert S. Libauer. © 10Aug58; KK137700.

1 1/2 inch frontier letters and numbers.

Lettering guide set no.73. Appl. author: Robert S. Libauer. © 10Aug58; KK138401.

1 1/2-inch roman letters and numbers.

Lettering guide set no.64. Appl. author: Robert S. Libauer. © 10Aug58; KK137695.

1/2 & 3/4 inch frontier letters and numbers.

Lettering guide set no.71. Appl. author: Robert S. Libauer. © 10Aug58; KK138400.

1/2 in. & 3/4 in. roman letters and numbers.

Lettering guide set no.12 & 34. Appl. author: Robert S. Libauer. © 10Aug58; KK138398.

1-inch frontier letters and numbers.

Lettering guide set no.72. Appl. author: Robert S. Libauer. © 10Aug58; KK137697.

1 inch roman letters and numbers.

Lettering guide set no.44. Appl. author: Robert S. Libauer. © 10Aug58; KK138399.

Roman letters and numbers. Lettering guide combination set no.211.

Appl. author: Robert S. Libauer. © 10Aug58; KK137699.

3/4-inch modern script letters and numbers.

Lettering guide set no.51. Appl. author: Robert S. Libauer. © 10Aug58; KK137694.

2-inch frontier letters and numbers.

Lettering guide set no.74. Appl. author: Robert S. Libauer. © 10Aug58; KK137698.

2-inch roman letters and numbers.

Lettering guide set no.68. Appl. author: Robert S. Libauer. © 10Aug58; KK137696.

STETSON CHEMICALS, INC. ©

Genuine Stetson Melmac quality dinnerware. Special offer. © 20May58; KK135599.

STOUTEN MANUFACTURING CO. ©

Stay alive, slow down. Don't be a litterbug, use your litterbag. Appl. author: Leonard D. Stouten. © 2Aug58; KK138630.

STOW MANUFACTURING CO. ©

The case of the narrow concrete forms; get a new Stow power midget vibrator. Bulletin 583. Appl. author: Clarence F. Hotchkiss, Jr. © 1Mar58; KK137479.

Portable space heater catalog. The low-cost heater with the built-in room thermostat. Model no.S100 [and 4 other] models. Bulletin 5815. Appl. author: Clarence F. Hotchkiss, Jr. © 1Sep58; KK137476.

The roto-trowel that would never start. G-42 [and 3 other] trowels. Bulletin 582. Appl. author: Clarence F. Hotchkiss, Jr. © 1Mar58; KK137478.

60-cycle motor-in-head vibrator.

Model no.YU-7; YU-14; YU-21. Bulletin 588. Appl. author: Clarence F. Hotchkiss, Jr. © 1Mar58; KK137475.

This Stow space heater is a natural for winter selling; the low-cost heater with the built-in room thermostat. Model no.S-100. Bulletin 5816. Appl. author: Clarence F. Hotchkiss, Jr. © 1Aug58; KK137474.

The trowel that got away; that couldn't have happened with a Stow roto-trowel. G-42 [and 3 other] trowels. Bulletin 581. Appl. author: Clarence F. Hotchkiss, Jr. © 1Mar58; KK137477.

The vibrator that wouldn't vibrate. Bulletin 586. Appl. author: Clarence F. Hotchkiss, Jr. © 1Mar58; KK137482.

Where's the motor on this Stow 1-man vibrator? Bulletin 585. Appl. author: Clarence F. Hotchkiss, Jr. © 1Mar58; KK137481.

With the same crew, you cut your production time in half? Sure, with a Stow vibrating screed. Bulletin 584. Appl. author: Clarence F. Hotchkiss, Jr. © 1Mar58; KK137480.

STREET (R. R.) & CO., INC. ©

Drying and deodorizing problems eliminated by the 2-bath method. 2B-297. Appl. author: Paul V. Warren. © 1Jul58; KK138293.

Your test bundle service will show higher ratings for salt removal when you switch to the miracle charge; Merasol. SM-294A. Appl. author: Paul V. Warren. © 1Mar58; KK138292.

STUART (CAROL) CANDIES, INC. ©

Milk chocolate almonds. 10 ounces net. © 22Sep58; KK139303.

Miniature chocolates. © 22Sep58; KK137782.

STUDEBAKER-PACKARD CORP. ©

America's lowest-priced, full-sized car; new Nascar gas mileage record holder, 33.9 MPG. Studebaker Scotsman. (In New York world-telegram & sun, June 24, 1958, p.6) Appl. author: Burke, Dowling, Adams, Inc. © 24Jun58; KK135605.

Buy this family-sized sports car and save enough for vacation, too. Studebaker Silver Hawk. Appl. author: Burke, Dowling, Adams, Inc. © 20May58; KK135634.

You can afford a new car now at this low price; the Studebaker Scotsman. (In New York world telegram & sun, June 10, 1958, p.31) Appl. author: Burke, Dowling, Adams, Inc. © 10Jun58; KK135559.

You can afford a summer of fun and a new car, too. The Studebaker Scotsman station wagon. (In The New York times, May 6, 1958, p.39) Appl. author: Burke, Dowling, Adams, Inc. © 6May58; KK135631.

Your new dimension in motoring born in South Bend, by Harold E. Churchill. More about the Lark, by Studebaker. (In Life, Nov. 17, 1958, p.4-6) Appl. author: Thomas Carpenter. © 17Nov58; KK138776.

SUCHY, ARTHUR BARTHOLOMEW. ©

How to properly handle and serve Storz draft beer. © 10Nov58; KK139546.

SUGARDALE PROVISION CO. ©

Emberdale sliced bacon. Net wt. 1 pound. Appl. author: Smith-Scherr-McDermott. © 22Sep58; KK139496.

SUMMERSETT CO., INC. ©

Olive oil pomade; new formula 9-AA. Net wt. 4 oz. Appl. author: Lewis O. Summersett. © 11Jul58; KK135873.

Wave shampoo; extra fine. Appl. author: Lewis O. Summersett. © 11Jul58; KK135874.

SUN OIL CO. ©

Only Sun has 6 to fit all the new '59 cars. Blue Sunoco. (In Boston traveler, Oct. 15, 1958, p.49) © 15Oct58; KK138539.

This test rig proves Sunep cuts power consumption, reduces operating temperatures. Sunoco. (In Factory management & maintenance, Apr. 1957, p.155) © 1Apr57; KK138636.

SUNBEAM CORP. ©

Announcing a new concept in electric time; new precision Torque-Mite motor. Powerful national advertising support. Occasional clock in French Provincial styling [and 15 other] clocks. (In Drug topics, July 7, 1958, p.30-33) © 7Jul58; KK138487.

Announcing another marvelous Sunbeam automatic electric frypan with removable automatic heat control. (In Good housekeeping, Apr. 1958, p.10) © 20Mar58; KK136296.

Announcing the new Sunbeam electric floor conditioner. (In Good housekeeping, Mar. 1958, p.11) © 20Feb58; KK136295.

Announcing the newest in electric clocks. Torque-Mite, the new quiet motor. [15 styles of] clocks. (In Home furnishings daily, Aug. 21, 1958, p.29) © 21Aug58; KK138481.

Automatic electric frypan with controlled even heat dial in handle; automatic electric frypan with removable automatic heat control. (In Good housekeeping, June 1958, p.11) © 20May58; KK136314.

Automatic electric frypan with controlled even heat dial in handle. Automatic electric frypan with removable automatic heat control. (In Look, Apr. 1, 1958, p.2) © 18Mar58; KK136295.

Be modern, mow your lawn the electric way with Sunbeam. Electric reel type; electric twin blade rotary. (In Sunset, Mar. 1958, p.192) © 25Feb58; KK136294.

Be modern, mow your lawn the electric way with Sunbeam. Electric twin blade rotary [and 3 other types] (In Better homes & gardens, Apr. 1958, p.216) © 20Mar58; KK136298.

Brides everywhere prefer Sunbeam products of lasting quality. New deluxe Sunbeam Mixmaster mixer [and 15 other] products. (In Bride's magazine, summer, 1958, p.24-25) © 15Apr58; KK136301.

Built to last, enjoy economy with Sunbeam quality; steam or dry iron. Mixmaster hand mixer. (In Parade, May 11, 1958, p.21) © 10May58; KK136312.

Controlled even heat dial in handle; the perfect way to cool cooking in hot weather. Automatic electric frypans. (In Better homes & gardens, June 1958, p.4 of cover) © 20May58; KK136313.

Deluxe Sunbeam automatic Mixmaster mixer mixes better to make foods taste better. Automatic Mixmaster hand mixer. (In The Saturday evening post, June 14, 1958, p.3 of cover) © 10Jun58; KK136316.

Enjoy lovely, radiant hair more often with new Lady Sunbeam controlled heat electric hair dryer. (In True story, July 1958, p.34) © 4Jun58; KK138480.

For tastier foods easily prepared, new deluxe Sunbeam automatic Mixmaster mixer. Mixmaster hand mixer. (In Good housekeeping, Mar. 1958, p.10) © 20Feb58; KK136292.

Give mother a lasting gift, Sunbeam, the best electric appliances made. Frypan [and other products] (In Parade, May 4, 1958, p.15) © 3May58; KK136310.

Give Sunbeam and you give the finest; electric sander. (In The Saturday evening post, Sept. 27, 1958, p.78) © 23Sep58; KK138485.

It's easy to keep floors star bright with Sunbeam electric floor conditioner. (In Good housekeeping, Sept. 1958, p.11) © 19Aug58; KK138479.

Just dial the coffee strength you desire, from mild to strong; automatic percolator. Automatic toaster, with exclusive radiant control. (In The Saturday evening post, May 3, 1958, p.3) © 29Apr58; KK136308.

Just dial the coffee strength you desire, from mild to strong; automatic percolator. (In Good housekeeping, May 1958, p.11) © 17Apr58; KK136304.

Lady Sunbeam Shavemaster shaver and Eau de Sortilege cologne for the price of the Shavemaster shaver alone. (In Seventeen, Sept. 1958, p.3 of cover) © 1Sep58; KK138482.

Lighten housework with the new Sunbeam floor conditioner. (In The Saturday evening post, May 10, 1958, p.148) © 6May58; KK136311.

New Sunbeam blade-electric Shavemaster razor. New model 140L; model 140. (In The Saturday evening post, Sept. 27, 1958, p.6) © 23Sep58; KK138484.

The only completely automatic toaster, automatic beyond belief; automatic toaster with exclusive radiant control. (In Good housekeeping, May 1958, p.10) © 17Apr58; KK136303.

Only Lady Sunbeam Shavemaster shaver has the exclusive micro-twin head. (In Seventeen, May 1958, p.2 of cover) © 1May58; KK136309.

Only Lady Sunbeam Shavemaster shaver has the new exclusive micro-twin shaving head. (In Photoplay, May 1958, p.14) © 4Apr58; KK136300.

The original and genuine Sunbeam automatic electric frypan with controlled even heat dial in handle. (In Good housekeeping, Apr. 1958, p.11) © 20Mar58; KK136297.

She likes her automatic electric frypan, so she'll love the big new Sunbeam ... cooker. (In Rural electrification, Aug. 1958, p.5) © 19Aug58; KK138486.

The sprinklers you see on beautiful lawns; Rain King. Model K [and 2 other types] Electric hedge trimmer. (In House & garden, May 1958, p.168) © 20Apr58; KK136305.

Steam or dry iron; exclusive steam flow vents give you an all-over cushion of rolling steam. Ironmaster, dry iron. (In Look, Mar. 4, 1958, p.2) © 18Feb58; KK136291.

Steam or dry iron; it's thumb-tip controlled for easier ironing. (In This week, Apr. 27, 1958, p.7) © 27Apr58; KK136307.

Steam or dry iron; it's thumb-tip controlled for easier ironing. Ironmaster, dry iron. (In Good housekeeping, June 1958, p.10) © 20May58; KK136315.

This Christmas give Sunbeam, the best electric appliances made. Automatic frypan [and 7 other products] (In Sales management, Sept. 10, 1958, p.151) © 10Sep58; KK138483.

You get quality and economy with Sunbeam power mowers. Free-wheeling rotary [and 3 other types] (In Better homes & gardens, May 1958, p.21) © 22Apr58; KK136306.

You get quality and economy with Sunbeam power mowers; gas or electric. Free-wheeling gas rotary [and 3 other types] (In House & garden, Apr. 1958, p.61) © 20Mar58; KK136299.

You get quality and economy with Sunbeam power mowers, quality built engines. Free wheeling gas rotary [and 3 other types] (In Look, Apr. 29, 1958, p.2) © 15Apr58; KK136302.

SUNKIST GROWERS, INC. ©

Dari-box punch; contains 6 fruit juices. One half pint. © 17Mar58; KK136039.

SUTHERLAND PAPER CO. ©

Another Winn-Dixie service; this is a broil-quick tray. Winn-Dixie Stores, Inc., Jacksonville, Fla. Quality meats. © 9Jun58; KK136694.

Banquet vanilla ice cream. No.80,000 2GS. One-half gallon liquid. © 10Jan58 (in notice: 1957); KK135629.

Dairy Maid ice milk. No.6000. Half gallon liquid. © 16May58; KK135625.

Farm House frozen cherry pie; ready to bake. Net wt. 1 lb. 8 oz. © 1Dec58; KK139580.

Farm House ready to serve chocolate cream pie; needs no baking; frozen. Net wt. 1 lb. © 1Dec58; KK139581.

Farm House ready to serve coconut cream pie; needs no baking; frozen. Net wt. 1 lb. © 1Dec58; KK139579.

Ice cream; vanilla. Pic-Me-Up Pak. No.684. One gallon liquid. © 5Aug58; KK138452.

Ice milk. No.680-2GSA. Half gallon liquid. © 15May58; KK135626.

Orange sherbet. No.687-ABP. 1 pint liquid. © 9Oct58; KK138451.

Vanilla ice cream. No.90,000-2GS. 1/2 gal. liq. © 30Jul58; KK137365.

Vanilla ice cream. No.670-2GSA. One half gallon liquid. © 13Jun58; KK135628.

Vanilla-strawberry ice cream. No.666-ABP. 1 pint liquid. © 20Oct58; KK138450.

W-D branded; your guarantee of quality frying chicken. Winn-Dixie Stores, Inc., Jacksonville, Fla. © 11Jun58; KK138464.

W-D branded U. S. government graded beef. Winn-Dixie Stores, Inc., Jacksonville, Fla. Quality meats. © 11Jun58; KK138463.

W-D branded U. S. government graded ground beef. Winn-Dixie Stores, Inc., Jacksonville, Fla. Quality meats. © 11Jun58; KK136695.

W-D branded U. S. government graded lamb. Winn-Dixie Stores, Inc., Jacksonville, Fla. Quality meats. © 11Jun58; KK136693.

White Dairy family pak Neapolitan ice cream. No.80005 2SGA. One-half gallon liquid. © 13Jun58 (in notice: 1957); KK135627.

SWIFT & CO. ©

Breakfasting out gives life a lift. Youngsters love it, especially Swift's premium bacon. (In The Saturday evening post, Oct. 18, 1958, p.7) Appl. author: McCann-Erickson, Inc. © 15Oct58; KK138196.

SWISS FEDERATION OF WATCH MANUFACTURERS. ©

Behind the dial of the fine Swiss jeweled-lever watch. Appl. author: Foote, Cone & Belding. © 5May58; KK135479.

SYMINGTON WAYNE CORP.

The right fuel at the right price; Wayne Blend-O-Matic. (In The Oil daily, Aug. 5, 1958, p.6) © Symington Wayne Corp. (in notice: Wayne Pump Co., division of Symington Wayne Corp.); 5Aug58; KK137439.

SYRACUSE ORNAMENTAL CO., INC. ©

Magical, cordless, electric decorator wall clocks by Syroco. Garland design [and 2 other styles] © 1Jun58; KK135872.

Syroco decorator electric wall clock for the kitchen, family room ... any room. © 1Jan58; KK136343.

Syroco decorator wall clock; cordless electric. © 1Jan58; KK136344.

Vision by Syroco. Vision wall accessories. © 1Jul57; KK136345.

T

T & F MARKETING CO., INC. ©

Top Frost frozen beef pie. Glosseal. Net wt. 8 oz. © 5Jan56; KK133940.

Top Frost frozen blueberry pie. Glosseal. Net weight 1 lb. 6 oz. NM: revision. © 7Nov55; KK133941.

T. & T. ASSOCIATES. ©

American airflight. (Educational game, series TT 6) © 10Oct58; KK138662.

Fast freight. (Educational game, series TT 7) © 10Oct58; KK138663.

Fishing fun. Games for home amusement; games for all ages. Series TT 3. © 10Oct58; KK138661.

Hot-rodding. (Educational game, series TT 8) © 10Oct58; KK138664.

Space trip. (Educational game, series TT 2) © 10Oct58; KK138665.

TAFT, ALBERT W. d.b.a. PLAIN & FANCY DUTCH PRODUCTS. SEE Plain & Fancy Dutch Products.

TAIT MANUFACTURING CO. ©

America's best jet buy; Rapidayton completely deluxed Champions. Shallow well Champion, convertible Champion, twin Champion. (In Water well journal, July 1958, p.4-5) © 1Jul58; KK136084.

America's most complete and fastest selling line; Rapidayton jet pumps tailored to your needs. Deluxe Rapidayton multi-stage Champions, 0 to 200 ft. [and 2 other types] (In Plumbing & heating business, Aug. 1958, p.30-31) © 15Aug58; KK136724.

New, big volume, high profit jets; Rapidayton Jetstars. Shallow well Jetstar; convertible Jetstar. (In Southern plumbing, heating & air conditioning, Sept. 1958, p.2 of cover) © 20Sep58; KK137802.

New try one warranty; one year unlimited warranty on ... a Rapidayton submersible pump. Dolphin submersible. (In Supply house times, Aug. 1958, p.26) © 15Aug58; KK136815.

World's most modern 4" sub line; Rapidayton Dolphin submersibles. (In Plumbing & heating business, Oct. 1958, p.42-43) © 10Oct58; KK138309.

TALLER & COOPER, INC. ©

Data processor; typical application for incentive payroll and production. Appl. author: Stanley Radler. © 29May58; KK136944.

Data processor; typical application for stock replenishment and inventory control. Appl. author: Stanley Radler. © 29May58; KK136945.

Data processor; typical application in stock brokerage. Appl. author: Stanley Radler. © 29May58; KK136946.

Data processor for automatic office machine systems and computers. Appl. author: Stanley Radler. © 29May58; KK136943.

Mek-A-Punch; for users of punched tabulating card systems ... a convenient, time- and money-saving card punch machine. Appl. author: Stanley Radler. © 29May58; KK136942.

TALMAN FEDERAL SAVINGS & LOAN ASSN. OF CHICAGO. ©

Savers, you're on top stay there, says Talman. (In Chicago daily news, June 26, 1958, section 6, p.13) © 26Jun58; KK135575.

TAMA, INC. ©

Tacs for your contacts; extra soft disposable tissues for your contact lenses. 100 single sheets; 50 2-ply tissues. © 4Nov58; KK138584.

TAYLOR, JACK S. & CHARLES M. LEHR, composing the firm LEHR'S. SEE Lehr's.

TAYLOR (THOMAS) & SONS. ©

Footlights of fashion for spring; for intriguing new elastic and non-elastic materials ... write Thomas Taylor, makers of Shugor. (In Leather & shoes, Oct. 18, 1958, p.90) Appl. author: Ralph A. Parker. © 18Oct58; KK139063.

For cool comfort afoot, Shugor air-cooled materials in smart new motifs. Black straw-and-string lined oxford [and 2 other styles] (In Boot & shoe recorder, Oct. 15, 1958, p.61) Appl. author: Ralph A. Parker. © 15Oct58; KK138437.

Four stylish steps to comfort. No.7, a neat T-strap pump [and 3 other styles] (In Boot & shoe recorder, Sept. 15, 1958, p.8) Appl. author: Ralph A. Parker. © 15Sep58; KK138080.

Jungle Jute in style related shoes by Stetson. (In Footwear news, Dec. 1, 1958, p.9) Appl. author: Ralph A. Parker. © 1Dec58; KK139586.

Longer leisure hours increase the demand for cool fabrics and Shugor comfort. (In Boot & shoe recorder, July 15, 1958, p.9) Appl. author: Ralph A. Parker. © 15Jul58; KK135831.

The Nth degree of comfort. Clever tailoring ... with the new look of cool Shugor materials. This Riviera inspired Taylor-Knit ... men's causal. Tailored-To-Fit. (In Boot & shoe recorder, Aug. 15, 1958, p.9) Appl. author: Ralph A. Parker. © 15Aug58; KK136725.

Observations from our correspondent on the continent; here are three ... models for men ... with the pillow-soft action of Shugor. Square-toe oxford [and 2 other] models. (In Boot & shoe recorder, Dec. 15, 1958, p.53) Appl. author: Ralph A. Parker. © 15Dec58; KK139585.

Straw'n string, another material innovation by the Shugor Taylor. (In Boot & shoe recorder, Nov. 15, 1958, p.68) Appl. author: Ralph A. Parker. © 15Nov58; KK139062.

TEA TABLE MILLS, INC. ©

Free sponge dish cloth; yours for just 10 Magic Points. Appl. author: Arvill E. Davis. © 15Sep58; KK137900.

TEENFORM FOUNDATIONS, INC. ©

The understanding mother knows every girl's secret wish for Christmas. Dancing Doll motif ... on bra and garter panty. (In The New York times magazine, Nov. 2, 1958, p.33) Appl. author: Leber & Katz, Inc. © 2Nov58; KK138887.

The understanding mother knows when womanhood begins. Dawn, embroidered ... is a bra-beginner's dream come true. (In The New York times magazine, Sept. 14, 1958, p.14) Appl. author: Leber & Katz, Inc. © 14Sep58; KK137455.

The understanding mother sends a growing girl to school in the only growing bra; and the only bra that grows ... is Teenform's Littlest Angel. (In The New York times magazine, Aug. 24, 1958, p.54) Appl. author: Leber & Katz, Inc. © 24Aug58; KK137029.

TELE-COST CORP. ©

Use phone wisely, talk is not cheap; this chart is designed to save you unnecessary expense when calling the prefixes listed from Atlantic telephone numbers. (Tele-Cost chart) Appl. author: Stanley Gorman. © 7Apr58; KK136013.

TELEPHONE ANSWERING SERVICE CO. ©

If a man answers, don't hang up, it's just Santa. © 1Jul58; KK136227. You leave, it rings, we answer. How to get more dollars from your telephone today. © 1Jul58; KK136226.

TELEX, INC.

Telex is a manufacturer's manufacturer with complete facilities for fabrication and testing of electronic assemblies. Appl. author: Foulke Agency, Inc. © Telex, Inc. (in notice: Contract Division, Telex, Inc.); 13Aug58; KK137341.

TENNANT (G. H.) CO. ©

No.15 heavy-duty floor seal; satin gloss. Bulletin no.81.119R. © 21Jul58; KK136019.

TENNISON BROS., INC. ©

Installation details for Cornice Cover. Drawing nos.301-312. Appl. author: James Daniel Tennison, Jr. © 22Sep58; KK137460.

TERRYTOONS, a division of CBS TELEVISION FILM SALES, INC. SEE CBS Television Film Sales, Inc.

TEXAS GAS TRANSMISSION CORP. ©

To a weatherman; Texas Gas transports natural gas to distributing companies and industries. (In Time, June 30, 1958, p.87) NM: additions. © 25Jun58; KK135434.

THOMAS (JACK) PRINT. CO. ©

What price prestige. The line up of Prestige printed products ... carbon forms, from electronic hot wax spot carbon forms to special ditto carbon masters. Handi-Man Redi-Rite one time snap-out forms [and other items] Appl. author: Jack Thomas. © 12Sep58; KK137454.

THOMPSON (E. A.) CO., INC. ©

All-purpose Water Seal; stops water damage. Protects, preserves, waterproofs. © 20Oct58; KK139544.

THOMPSON PRODUCTS, INC.

How billion-proved Valforgings will help an alert pump manufacturer cut part costs 19%; a Thompson Valforging is a hot-extruded steel forging. (In Metal progress, June 1958, p.59) Appl. author: Meldrum & Fewsmith, Inc. © Thompson Products, Inc. (in notice: Valve Division, Thompson Products, Inc.); 5Jun58; KK136605.

New, yet billion-proved Valforgings to improve parts strength, cut costs; here is ... a Valforging, an extruded steel forging. (In Metal progress, May 1958, p.40) Appl. author: Meldrum & Fewsmith, Inc. © Thompson Products, Inc. (in notice: Valve Division, Thompson Products, Inc.); 5May58; KK136606.

THO-NOL, INC. ©

Tho-Nol; kills rust. The protective magic-multi-action chemical reactant for iron and steel structures, equipment and parts. One gallon. Appl. author: Advertising Producers Associated. © 26Aug58; KK136921.

3M CO. a.k.a. MINNESOTA MINING & MANUFACTURING CO. SEE Minnesota Mining & Manufacturing Co.**THURMAN, TRUMAN DALE. ©**

For license, with royalties, perforated envelope to facilitate opening. (Promotions sales circular) © 10Nov58; KK139117.

TICONIUM DIVISION, CONSOLIDATED METAL PRODUCTS CORP. SEE Consolidated Metal Products Corp.**TIDY HOUSE PRODUCTS CO. ©**

Ask your beautician how to wash dishes without hurting your hands; your grocer has new liquid Shina Dish. [Endorsed by] Kay Janssen [and 6 other] beauticians. (In Green Bay press gazette, Green Bay, Wis., June 4, 1958) Appl. author: Earle Ludgin & Co. © 4Jun58; KK137829.

Dexol TV theater: The case of the terrified clothes. Dexol bleach. (In Columbus dispatch, Columbus, Ohio, Sept. 7, 1958, comic section) Appl. author: Earle Ludgin & Co. © 7Sep58; KK137721.

New cleaning discovery contains work granules you can actually see; new Perfex, multi-purpose cleaner. (In Columbus dispatch, Columbus, Ohio, Sept. 3, 1958, p.22A) Appl. author: Earle Ludgin & Co. © 3Sep58; KK137718.

Now from the Family Foods Division of Tidy House Products Company comes the most remarkable news in human nutrition; Bita Vita wafers, vitamin and mineral cookies. (In Green Bay press gazette, July 23, 1958, p.29) Appl. author: Earle Ludgin & Co. © Tidy House Products Co. (in notice: Family Foods Division, Tidy House Products Co.); 23Jul58; KK137550.

You: Dishwashing's ruined my hands. Manicurist: You should use Shina Dish. [Endorsed by] Emily Underburg [and 2 other] beauticians. (In Green Bay gazette, Green Bay, Wis., June 11, 1958) Appl. author: Earle Ludgin & Co. © 11Jun58; KK137830.

TILLMAN, CARROLL, sole owner of the TILLMAN SURVEY. SEE Tillman Survey.**TILLMAN SURVEY.**

Secret signals of Wall Street. © Carroll Tillman, sole owner of the Tillman Survey; 20Aug58; KK138118.

TIME, INC. ©

A is for Adams; B is for Bardot; C is for chimp; D is for darkness. Only Life gives you so much news in pictures. (In The New York times, June 25, 1958, p.15) Appl. author: Young & Rubicam, Inc. © 25Jun58; KK135913.

40¢ out of every \$1 spent on tools and hardware is spent by households that read a single issue of Life. (In Hardware retailer, May 1958, p.215) Appl. author: Young & Rubicam, Inc. © 1May58; KK136389.

40¢ out of every dollar spent on clothing and accessories is spent by households that read an average issue of Life. (In Women's wear daily, Apr. 7, 1958, p.24) Appl. author: Young & Rubicam, Inc. © 7Apr58; KK135916.

40¢ out of every dollar spent on home furnishings and equipment is spent by households that read an average issue of Life. (In Home furnishings daily, Apr. 11, 1958, p.16) Appl. author: Young & Rubicam, Inc. © 11Apr58; KK136387.

How come the Yankees are always first? Only Life gives you so much, so swiftly, so surely. (In The New York times, Sept. 24, 1958, p.C13) Appl. author: Young & Rubicam, Inc. © 24Sep58; KK138416.

How much closer can you get? Only Life gives you so much understanding. Shattered car windows. (In The New York times, May 21, 1958, p.19) Appl. author: Young & Rubicam, Inc. © 21May58; KK135448.

Mideast time-bomb: What now, what next? In today's Life the distinguished group of photo-journalists ... sweep confusion from the troubled air. Don Wilson [and 11 other] journalists. (In The New York times, July 23, 1958, p.56) Appl. author: Young & Rubicam, Inc. © 23Jul58; KK136391.

Overseas Press Club annual awards winner; 1957-1958. Life. (In Dateline, 1958, p.2) Appl. author: Young & Rubicam, Inc. © 29Apr58; KK137714.

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TIME-SAVING SPECIALTIES. ©

Teaching time savers. Vaporite self-filling marking pens [and other products] Appl. author: Charles Henry Chadbourne. © 1Nov58; KK139470.

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How the railroads are getting together on a \$288,000,000 idea. (In Newsweek, July 21, 1958, p.2 of cover) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 16Jul58; KK137253.

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Nylon snow tires, \$11. (In Sunday news, Nov. 16, 1958, p.129) © 16Nov58; KK138950.

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Kings Kennel dog dinner; golden nuggets of meaty flavor. Net weight 2 1/4 pounds. © 29Oct58; KK138488.

Topco bleach; cleans, deodorizes, bleaches, disinfects and removes stains. Contents 1 gallon. © 15Oct58; KK138283.

Topco High, all purpose detergent; for clothes, dishes, cleaning. Net weight one pound three ounces. © 7Jul58; KK137035.

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At last, low-calorie table cream whipped. Here's smart-sell Top Wip advertising. Appl. author: D'Arcy Advertising Co. © 6Sep58; KK137073.

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One man speed enforcement; let Speed-Watch solve your safety problems. Appl. author: Maurice V. Caldwell. © 20Oct58; KK138266.

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TRANSOGRAM CO., INC. ©

The game of Black Beauty. Ages 5 to 10 years. No.3812. Appl. author: Toy Research Institute, Inc. © 3Mar58; KK137684.

Magic kit of tricks and puzzles; magic made easy for children. No.1623:198. Appl. author: Toy Research Institute, Inc. © 2Jun58; KK138281.

Michigan rummy; rotary playing tray. No.1217. Appl. author: Toy Research Institute, Inc. © 15May58; KK137685.

Paint by number mosaic art; embossed plastic pictures. Birds. No.1831. Appl. author: Toy Research Institute, Inc. © 1May58; KK138807.

Paint by number mosaic art; embossed plastic pictures. Jamaican scenes. No.1842. Appl. author: Toy Research Institute, Inc. © 1May58; KK138806.

Paint-by-number mosaic picture color mixing chart. Appl. author: Toy Research Institute, Inc. © 1May58; KK138279.

Paint your own plastic map of the United States; embossed along state boundaries for easy coloring. No.1890. Appl. author: Toy Research Institute, Inc. © 1May58; KK138280.

Pencil by number coloring set. Ages 5-10. No.1411. Contains art subject series B. Appl. author: Toy Research Institute, Inc. © 15Apr58; KK137683.

Qwik Quiz game; test your mental alertness. 48 different category cards. No.3880. Appl. author: Toy Research Institute, Inc. © 15Jul58; KK137686.

TRAVACO LABORATORIES. ©

Surf-Tex; an epoxide protective coating designed for ships at sea. Resists destructive blistering rays of sun. Contents 1 quart unit. Appl. author: Ralph Travers. © 16Jan58; KK138777.

Surf-Tex sets new marine standards; an epoxide protective coating designed for ships at sea. Appl. author: Ralph Travers. © 16Jan58; KK138778.

TRITT (OLGA) INC. ©

All in 18 kt. gold or platinum. (In The New Yorker, Dec. 6, 1958, p.19) © 6Dec58; KK139225.

Distinctive rings in 18 kt gold. Facetted ruby [and 4 other styles] (In The New Yorker, Dec. 13, 1958, p.52) © 13Dec58; KK139493.

18 kt gold fish pins made in France. (In The New Yorker, Oct. 18, 1958, p.126) © 18Oct58; KK138308.

New diamond 18 kt gold rings made in France. (In The New Yorker, Nov. 1, 1958, p.82) © 1Nov58; KK138596.

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It's tool-up time; look, these tools make gardening fun. Appl. states prev. pub. 1956. NM: revision & additions. © 2Jan57; KK138336.

To make real money in lawn and garden tools, stock the basic-basic 45. (In Hardware age) Appl. author: S. R. Harper. © 5Sep58; KK137412.

TRUNZ, INC. ©

Holiday greetings; one stop quality meat shopping. In response ... our 1958 calendar. Star-spangled banner. By James H. Gradel. © 23Dec57; KK137028.

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Who is this lovely lady of mystery? Be ready for the Bathe 'n Glow power packed purse-suasion TV campaign. Bathe 'n Glow, the wondrous beauty bath oil. Appl. author: Don Kemper Co. © Trylon Products Corp. (in notice: Hubere Division, Trylon Products Corp.); 11Aug58; KK137186.

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Frame color selection guide. Your glasses are your most important accessory. © 13Oct58; KK138259.

A new Tura dispensing technique; always show the most beautiful ... eyewear first. Butterfly [and 6 other] frames. Appl. author: Monroe B. Levoy. © 23May58; KK135343.

P. G. A. facial analysis guide. Your glasses can do more ... with the correctly styled Tura designed frame. © 13Oct58; KK138258.

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Turnertile fiesta mosaics. © 2Sep58; KK137207.

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Penny shoe shine; neutral for all colors; instant spray. Net wt. 12 oz. © Penny Shine, division Turtle Wax-Plastone Co.; 24Jun58; KK137973.

The world's fastest shine; Penny shoe shine. Instant spray, no buffing. (In The Republican, Paoli, Ind.) © Turtle Wax-Plastone Co. d.b.a. Penny Shine, Inc.; 24Jun58; KK135547.

TWILIGHT STAR RINGS. ©

Brightest of them all; diamond rings. AAA-1. Appl. author: Hyman A. Massover. © 15Aug58; KK136748.

TWISS, J. C. & W. A. TWISS d.b.a. T. & T. ASSOCIATES. SEE T. & T. Associates.

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TYLER REFRIGERATION CORP. ©

After grand opening, we leveled off to 25% better than ... expectations, says Charles Campbell. Frozen food sales-cases. (In Supermarket news, July 21, 1958, p.36) Appl. author: John J. Philip. © 21Jul58; KK136807.

After grand opening, we leveled off to 25% better than ... expectations, says Charles Campbell. Frozen food sales-cases. (In Supermarket news, Sept. 1, 1958, p.32) Appl. author: Jones & Taylor (By: John J. Philip) © 1Sep58; KK137264.

A new era in food merchandising is under way; Air-Skreen sales & storage cooler. (In Supermarket news, Oct. 6, 1958, p.90) Appl. author: Jones & Taylor, Inc. (By: John J. Philip) © 6Oct58; KK138089.

Package more meat; sell more meat. New double-duty meat sales-case. (In Progressive grocer, May 1958, p.254) Appl. author: John Jay Philip. © 1May58; KK135563.

Package more meat, sell more meat; new double-duty meat sales-case. (In Supermarket news, Dec. 8, 1958, p.36) Appl. author: Jones & Taylor, Inc. (By: John J. Philip) NM: additions. © Tyler Refrigerator Corp. (in notice: Tyler Refrigeration Corp.); 8Dec58; KK139550.

Quick way to extra profits; cash in on the power of special displays with these Tyler sales-builders. Slide-door refrigerator [and other products] (In Supermarket news, Aug. 18, 1958, p.28) Appl. author: Jones & Taylor, Inc. (By: John Philip) © 18Aug58; KK136773.

Tops at NAFC; short-cut to profits. Air Skreen sales & storage cooler. (In Supermarket news, Oct. 13, 1958, p.50) Appl. author: Jones & Taylor (by: John J. Philip) © 13Oct58; KK138380.

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UNCAS MANUFACTURING CO. ©

Cocktail rings. No.93 assortment. 36 styles. Appl. author: Vincent Sorrentino. © 20Jun58; KK138554.

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The versatile Ungar soldering line. Catalog no.S15. New no.880, the industrial [and other products] © 19May58; KK138117.

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Win-Do-Baked. Better baked foods; fresh daily. Appl. author: Paul A. Unger. © 4Oct58; KK138059.

UNION SPECIAL MACHINE CO. ©

Center plait operations; industrial sewing machines. Styles 51700 BJ, 51700 BK, 51700 BQ. Appl. author: Arthur J. Feigel. © 11Aug58; KK137166.

Industrial sewing machines for faster ... production of overalls, coveralls, dungarees and westerns. Bulletin no.253. Appl. author: Arthur J. Feigel. NM: revision & additions. © 23Jun58; KK136698.

The Twenty-One-Hundred, portable, versatile, powerful; low cost; portable electric bag closing machine. Appl. author: Arthur J. Feigel. © 28Jul58; KK136999.

Various operations on overalls, coveralls, dungarees; industrial sewing machines. Styles 51500 BJ, 51500 BM, 51500 BR. Appl. author: Arthur J. Feigel. © 11Aug58; KK137157.

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Straight shank twist drills; fast spiral taper length. High speed steel list no.520. © 21Aug58; KK137780.

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Sawyer's French creme sticks. 35 cookies. © United Biscuit Co. of America (in notice: Sawyer Biscuit Co., division of United Biscuit Co. of America); 3Nov58; KK138839.

Sawyer's melted cheese crackers. Weight one pound. © United Biscuit Co. of America (in notice: Sawyer Biscuit Co., division of United Biscuit Co. of America); 1Jul58; KK135545.

Town House crackers. Sawyer's. Weight one pound. © United Biscuit Co. of America (in notice: Sawyer Biscuit Co., division of United Biscuit Co. of America); 2Jul58; KK135546.

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Happy lens wearing. Appl. author: Lester H. Kohs. © 7Apr58; KK137222.

See as you have never seen before. Appl. author: Lester H. Kohs. © 7Apr58; KK137500.

See as you have never seen before. Brochure no.2. Appl. author: Lester H. Kohs. © 7Apr58; KK137223.

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Con-Tact, the original self-adhesive plastic; no water ... adheres to almost anything, all by itself. Directions for applying. Cowboys and Indians [and 4 other] designs. © 20Jul58; KK137571.

Con-Tact, the original self-adhesive plastic. This is your Con-Tact sales manual for fall 1958. Ask for ad mats. 400 [and other designs] © 27Jun58; KK136032.

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Look who's coming to town; a bright new star, the newest TV personality, Connie Con-Tact. © 17Mar58; KK135856.

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Absolute proof; Koverlun is better. Magnification 100 times. (In Building specialties & home improvement dealer, Aug. 1958, p.6-7) © 1Aug58; KK136671.

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Farm building plan from your Business of farming dealer.

5 low-cost shelters for livestock and poultry. No.BF684. © 3Jul58; KK136551.

Popular home; the Business of farming; Handyman plan.

Bathroom built-ins. No.PUB384. © 3Jul58; KK136439.

Kitchen features. No.PUB383. © 1May58; KK135670.

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M. I. pointers, no.12. Method improvements for U. S. Steel lubrication personnel. Rust remover. © National Tube Division, United States Steel Corp.; 1Jul58; KK136334.

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Bank in Mesquite because it builds your community. 1st National Bank, Mesquite, Texas. Appl. author: Russell J. Fahning. © 19Aug58; KK136657.

Delta brand calcium arsenate for cotton dusting. Commercial Chemical Co., Memphis, Tenn. Appl. author: Russell J. Fahning. © 19Aug58; KK136652.

Drawing of bunny's head in square. Appl. author: Russell J. Fahning. © 26Jun58; KK135569.

First National Bank of La Porte, La Porte, Texas. Appl. author: Russell J. Fahning. © 26Jun58; KK135568.

Harper's bazaar, first and last word in fashion. Appl. author: Russell J. Fahning. © 19Aug58; KK136659.

Hurst State Bank, Hurst, Texas. Appl. author: Russell J. Fahning. © 26Jun58; KK135566.

Jim Kelly's, Inc., Buffalo. The amazing Volkswagen service and sales. Appl. author: Russell J. Fahning. © 5Aug58; KK136809.

Marine Air Reserve. Appl. author: Russell J. Fahning. © 5Aug58; KK136810.

Paul Bunyan Motel, St. Paul, Minnesota. Appl. author: Russell J. Fahning. © 19Aug58; KK136655.

Pine Hill Concrete Mix Corp. Quality controlled. Appl. author: Russell J. Fahning. © 19Aug58; KK136658.

25 years of dependable trucking service. Jack Cole Co., Birmingham, Ala. Appl. author: Russell J. Fahning. © 19Aug58; KK136653.

Universal Blueprint Paper Co., Fort Worth, Texas. Appl. author: Russell J. Fahning. © 19Aug58; KK136656.

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Because surgical infections are treacherous ... make new Panalba your broad-spectrum antibiotic of first resort. © 27Oct58; KK139192.

Blood dyscrasias; clinical findings in three hematologic disorders. Medrol. (No.12 in a series) © 25Nov58; KK139514.

A clinical case history on oral Meloxine; oral Meloxine promotes normal protective tanning of unwilling skin. © 17Jul58; KK134489.

A clinical case history on oral Meloxine; oral Meloxine promotes normal protective tanning of unwilling skin. © 8Aug58; KK136835.

A clinical case report on oral Meloxine; oral Meloxine promotes protective tanning of unwilling skin. A-1361. © 20Aug58; KK137759.

Counting calories? Many physicians recommend Unicap M because only one capsule daily guarantees ... food elements necessary for good health. © 27Jun58; KK136431.

Dear doctor. Exactly how does new Haoldrin restore the pre-menopausal prime in post-menopausal women? © 1Dec58; KK139502.

Disseminated lupus erythematosus; Medrol. (No.6 in a series) © 9Oct58; KK138755.

Exudative inflammation of the uveal tract. Medrol, in ocular inflammatory diseases. (No.3 in a series) © 30Oct58; KK138754.

Exudative inflammation of the uveal tract. Systemic corticotherapy; Medrol. © 2Sep58; KK137755.

First anniversary of Orinase; the evidence is impressive. Today, Orinase is a routine therapeutic agent in the management of ... diabetics. © 4Aug58; KK136839.

H. B., male, age 62. Breakthrough in diabetes. (A new life in the Orinase epoch) © 27Oct58; KK138792.

Histopathology of contact dermatitis. For prompt relief of contact dermatitis; Medrol. © 25Aug58; KK137754.

How about your diabetic living alone? Orinase. © 13Nov58; KK139382.

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In hay fever, Medrol; the mechanism of seasonal pollinosis. © 4Aug58; KK136838.

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Intrinsic bronchial asthma; Medrol. (No.5 in a series) © 30Sep58; KK138753.

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J. C., male, age 70. Breakthrough in diabetes. (A new life in the Orinase epoch) © 11Nov58; KK139381.

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Localized action; another reason why she'll be ready for abdominal surgery in 24 hours. The standard in preoperative bowel preparation, Mycifradin sulfate. © 26Nov58; KK139393.

M. H., male, age 49. Breakthrough in diabetes. (A new life in the Orinase epoch) © 1Dec58; KK139395.

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Mrs. B. F., female, age 70. Breakthrough in diabetes. (A new life in the Orinase epoch) © 3Nov58; KK139204.

Mrs. B. G., female, age 62. Breakthrough in diabetes. (A new life in the Orinase epoch) © 6Oct58; KK138788.

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Nontoxic by mouth; another reason why he'll be ready for abdominal surgery in 24 hours. The standard in preoperative bowel preparation, Mycifradin sulfate. © 10Dec58; KK139504.

Observations and comments from leaders in medicine on the Orinase epoch. A large proportion of those who work in diabetes [says] Samuel B. Beaser. © 30Oct58; KK139205.

Observations and comments from leaders in medicine on the Orinase epoch. As we enter the new epoch of oral hypoglycemic Orinase treatment of diabetes [says] Julius Pomeranze. © 24Nov58; KK139392.

Observations and comments from leaders in medicine on the Orinase epoch. At this hospital ... we have found that Orinase comes up to expectations [says] William L. Lowrie. © 6Nov58; KK139206.

Observations and comments from leaders in medicine on the Orinase epoch. Experience ... in the treatment of 68 diabetic patients [says] William W. H. Pote, Jr. © 9Sep58; KK137761.

Observations and comments from leaders in medicine on the Orinase epoch. For the 80 per cent of adult diabetics who are overweight ... it is weight reduction [says] Garfield G. Duncan. © 24Nov58; KK139512.

Observations and comments from leaders in medicine on the Orinase epoch. From the point of view of the clinician ... the use of an oral hypoglycemic agent for diabetes is also the most crucial [says] James M. Moss. © 14Oct58; KK138762.

Observations and comments from leaders in medicine on the Orinase epoch. I believe that the oral antidiabetic drugs are literally going to break down the walls of opinions [says] Elaine P. Ralli. © 15Aug58; KK137764.

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Panalba pathogram no.1: Sinusitis. In potentially serious upper respiratory infections ... make new Panalba your broad-spectrum antibiotic. © 18Nov58; KK139387.

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The problem of staphylococcal infection in hospitals is world-wide and becoming worse; Albamycin. © 6Oct58; KK138795.

Questions and answers. Meloxine. Basic information and clinical notes of interest. © 8Oct58; KK138797.

R. W., male, age 61. Breakthrough in diabetes. (A new life in the Orinase epoch) © 10Nov58; KK139203.

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Rheumatoid arthritis; Medrol. (No.4 in a series) © 23Sep58; KK138752.

Schema of allergic reactions to drugs; Medrol. (No.10 in a series) © 10Nov58; KK139377.

Solubility; another reason for Mycifradin sulfate, the standard in preoperative bowel preparation. © 3Nov58; KK139200.

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Specificity; another reason for Mycifradin sulfate, the standard in preoperative bowel preparation. © 1Dec58; KK139511.

Speed of action; another reason for Mycifradin sulfate, the standard in preoperative bowel preparation. © 10Nov58; KK139380.

Spread of resistant strains of staphylococci is a major problem in hospitals today; Albamycin. © 13Oct58; KK138796.

Sustained action; another reason for Mycifradin sulfate, the standard in preoperative bowel preparation. © 13Oct58; KK138798.

Sustained action; another reason why she'll be ready for abdominal surgery in 24 hours. The standard in preoperative bowel preparation, Mycifradin sulfate. © 10Nov58; KK139379.

A synopsis of exfoliative dermatitis; Medrol. (No.9 in a series) © 3Nov58; KK139376.

Ulcerative colitis; Medrol. (Pathology and therapy of ulcerative colitis; Medrol) (No.11 in a series) © 18Nov58; KK139515.

The Upjohn Company expresses its appreciation to those clinicians whose dedicated efforts made possible the Orinase epoch; the anniversary ... marks the new metabolic era, the oral management of diabetes. © 18Aug58; KK137760.

UTTERBACK, JOHN D. © Puritan Figure-8 skim milk. One-half gallon liquid. © 1May57; KK138262.

V

VACU-DRY CO. © Low moisture apple pie slices. Net wt. 3-1/2 oz. © 28Oct58; KK139234.

VALVE DIVISION, THOMPSON PRODUCTS, INC. SEE Thompson Products, Inc.

VAN, BILLY. ©

My pupils, from 11 to 87, prove you can have a new body at any age. Billy Van says: All you need is a rope. (In Science & mechanics, Oct. 1958, p.18) © 28Aug58; KK137103.

VANDERBILT (R. T.) CO., INC. ©

Do-Con, the pre-scaled dough conditioner in soluble envelopes. © 1Mar58; KK138345.

VANITY FAIR MILLS, INC. ©

And now a triumphant new tissue tricot, Ravissant by Vanity Fair. (In The New Yorker, July 19, 1958, p.16-17) Appl. author: Grant Advertising, Inc. © 16Jul58; KK138843.

The Bagatelle by Vanity Fair is a fluted sleep bubble of nylon tricot. (In The New Yorker, May 17, 1958, p.5) Appl. author: Grant Advertising, Inc. © 15May58; KK138490.

Bride in a cloud of Vanity Fair nylon tricot. (In Bride's magazine, autumn 1958, p.35) Appl. author: Grant Advertising, Inc. © 15Jul58; KK138494.

Enter the Vanity Fair winter bride; a fanfare of permanent pleats, a flourish of Chantilly lace. (In Bride's magazine, winter 1958, p.43) Appl. author: Grant Advertising, Inc. © 15Oct58; KK138493.

Portrait in pink harmonies by Vanity Fair; new sleep shape. (In Glamour, Nov. 1958, p.11) Appl. author: Grant Advertising, Inc. © 22Oct58; KK138491.

The shapely line by Vanity Fair to underline new fashions; it's our Chemisette. (In Mademoiselle, Aug. 1958, p.111) Appl. author: Grant Advertising, Inc. © 29Jul58; KK138495.

Study in brown by Vanity Fair; nylon tricot slip in topaz. (In The New Yorker, Sept. 20, 1958, p.17) Appl. author: Grant Advertising, Inc. © 18Sep58; KK138492.

Tableau in blue by Vanity Fair; new color vision in nylon tricot. (In Charm, Sept. 1958, p.93) Appl. author: Grant Advertising, Inc. © 20Aug58; KK138489.

VANMAC CANDLECRAFTERS. ©

Scent O Lites; distinctive candles. 4. © 17Nov58; KK139547.

VAN STRAATEN CHEMICAL CO. ©

Solved by Vantrol 255. Vantrol 255 is a unique heavy-duty water soluble cutting and grinding compound. © 1Jul58; KK135502.

VAT DYE INSTITUTE, INC. ©

The story of vat dyes. NM: text rearranged & edited. © 5May58; KK135962.

VENZCO CORP. ©

Armor coat, marine anti-fouling bottom paint. Standard red no.335. One U. S. standard quart. © 11Nov57; KK135735.

VERTICAL BLINDS CORP. OF AMERICA. ©

LouverDrape, the world's most complete line of verticals. A.I.A. file no.35-P-3. NM: revision & additions. © 30Oct58; KK138462.

VICEROY PAINT CO.

Latex Satin, a rubberized emulsion paint; montego blue. Contents one gallon U. S. standard. © Clover Leaf Paint & Varnish Corp. d.b.a. Viceroy Paint Co.; 3Jul58; KK137258.

VITAMIN DISTRIBUTORS, INC. ©

Tex-Joy vitamins. 100 capsules. © 28Nov58; KK139070.

VITASAFE CORP. ©

Are you condemned to go through life half sick? To prove ... a 30-day free supply of high-potency Vitasafe C. F. capsules. Key L-37. (In The Cincinnati post & times-star, Aug. 23, 1958, p.24-A) © 23Aug58; KK137638.

The demon of suspicion was gnawing at me; nobody could get that tired just sitting at his desk. To prove ... a 30-day free supply of high-potency Vitasafe C. F. capsules. (In Pictorial review (Boston advertiser) Sept. 14, 1958, p.4 of cover) © 14Sep58; KK138071.

Do you feel as well as you look? A tan can hide a multitude of sins. To prove ... a 30-day free supply of high-potency Vitasafe C. F. capsules. Key C-4. (In Family weekly, June 8, 1958, p.4 of cover) © 8Jun58; KK135583.

Do you wonder what makes you so darn tired? To prove ... a 30-day free supply of high-potency Vitasafe C. F. capsules. Key C-30. (In The Cleveland press, May 3, 1958, p.52) © 3May58; KK135537.

A doctor's advice saved our marriage. To prove ... a 30-day free supply of high-potency Vitasafe C. F. capsules. Key no.J-13. (In Pioneer press, St. Paul, Sept. 21, 1958, magazine section, p.4 of cover) © 21Sep58; KK138594.

Everything we said to each other started an argument. To prove ... a 30-day free supply of high-potency Vitasafe C. F. capsules. Key C-68. (In The Nashville Tennessean magazine, May 18, 1958, p.5) © 18May58; KK135580.

Grievous words were disrupting my home. To prove ... a free 30-day supply of high-potency Vitasafe C. F. capsules. Key C-78. (In Columbia, July 20, 1958) © 20Jul58; KK137689.

He didn't even kiss me goodnight. So that you can prove ... a free 30-day trial supply of proven Vitasafe high-potency capsules. (In Milwaukee sentinel, Apr. 27, 1958, p.16) NM: changes in text. © 27Apr58; KK135531.

He didn't even kiss me goodnight. To prove ... a 30-day free supply of high-potency Vitasafe C. F. capsules. Key C-72. [Cartoon] (In Pictorial TView (New York Journal-American) June 1, 1958, p.20) © 1Jun58; KK135536.

He didn't even kiss me goodnight. To prove ... a 30-day free supply of high-potency Vitasafe C. F. capsules. Key L-39. (In Sunday news coloroto magazine, New York, Oct. 5, 1958, p.28) NM: additions. © 5Oct58; KK137693.

He made me feel like a bride again. To prove ... a 30-day free supply of high potency Vitasafe C. F. capsules. Key J-27. (In Duluth news-tribune, July 20, 1958, magazine section, p.20) NM: additions. © 20Jul58; KK137637.

He made me feel like a bride again. To prove ... a 30-day free supply of high-potency Vitasafe C. F. capsules. Key no.C-41. (In The Dallas times herald, May 4, 1958, p.20) NM: text. © 4May58; KK135532.

How 25¢ got me a \$25 raise. To prove ... a free 30-day supply of high-potency Vitasafe C. F. capsules. Key no.E-29. (In San Francisco chronicle, May 18, 1958, p.13) © 18May58; KK135578.

I couldn't stop torturing him.

To prove ... a 30-day free supply of high-potency Vitasafe C. F. capsules. (In Pictorial review (Baltimore American) Sept. 14, 1958, p.4 of cover) © 14Sep58; KK138347.

I used to breeze through my daily chores; now I'm dead tired by noon. To prove ... a 30-day free supply of high-potency Vitasafe C. F. capsules. G-23. (In The Salt Lake tribune home magazine, Oct. 5, 1958, p.7) © 5Oct58; KK138829.

If you don't feel just right and you don't know why, this may be the answer. To prove ... a 30-day free supply of high-potency Vitasafe C. F. capsules. Key B-31. (In Milwaukee sentinel, Oct. 5, 1958, p.16) © 5Oct58; KK139540.

Love not sleep, lest thou come to poverty. To prove ... a free 30-day supply of high-potency Vitasafe C. F. capsules. Key no.995. (In The Sign, July 1958, p.1) © 30Jun58; KK135798.

Nagging, nagging, nagging, my bliss had turned to torture. To prove ... a 30-day free supply of high-potency Vitasafe C. F. capsules. Key M-9. (In The Dallas morning news, Aug. 31, 1958, p.12) © 31Aug58; KK137690.

Not so long ago, we were drifting apart, but now our fights have turned to kisses. To prove ... a 30-day free supply of high potency Vitasafe C. F. capsules. Key L-42. (In The Salt Lake tribune home magazine, Aug. 24, 1958, p.7) © 24Aug58; KK137636.

Now, a powerful formula for men. To prove ... a free 30-day supply of high-potency Vitasafe C. F. capsules. Key no.H-11. (In The Daily Oklahoman, Oklahoma City, June 15, 1958, p.8) © 15Jun58; KK135957.

Our marriage was heading for the rocks. To prove ... a 30-day free supply of high-potency Vitasafe C. F. capsules. Key N-18. (In The Dallas times herald roundup, Sept. 28, 1958, p.20) © 28Sep58; KK138830.

A tired woman can't hold a man. To prove ... a 30-day free supply of high-potency Vitasafe C. F. capsules. M-15. (In Oregon journal northwest living magazine, Portland, Or., Sept. 14, 1958, p.M20) © 14Sep58; KK137691.

Two seconds a day help him get more pay. To prove ... a free 30-day supply of high-potency Vitasafe C. F. capsules. Key C-74. (In Pictorial review (Seattle post intelligencer), June 1, 1958, p.16) © 1Jun58; KK135582.

What good is the sermon if you're too tired to listen? To prove ... a free 30-day supply of high-potency Vitasafe C. F. capsules. Key no.986. (In St. Cloud advocate, St. Cloud, Minn.) © 1Aug58; KK137046.

What, only 25¢ for a full month's trial supply of high-potency capsules? (In Charleston gazetteer & mail, Aug. 24, 1958, The State magazine section, p.5) © 24Aug58; KK138254.

Which of these problems disturb your marriage? To prove ... a 30-day free supply of high-potency Vitasafe C. F. capsules. Key no.F-75. (In Rocky Mountain news, Denver, June 1, 1958, p.58) © 1Jun58; KK135799.

- Who wants to go home to a cranky wife? To prove ... a 30-day free supply of high-potency Vitasafe C. F. capsules. Key no.E-23. (In Dallas times herald, May 18, 1958, p.20) © 18May58; KK135579.
- Who's to blame when a marriage starts to break up? To prove ... a 30-day free supply of high-potency Vitasafe C. F. capsules. Key no.C-73. (In Pictorial review (San Francisco examiner), June 1, 1958, p.24) © 1Jun58; KK135581.
- Why are active men so popular with women? To prove ... a 30-day free supply of high-potency Vitasafe C. F. capsules. Key W-28. (In The Cincinnati post & times-star, Nov. 1, 1958, p.24-B) © 1Nov58; KK139539.
- Why widowers marry younger women. To prove ... a 30-day free supply of high-potency Vitasafe C. F. capsules. Key M-8. (In The Cincinnati post & times-star, Sept. 6, 1958, p.24-A) © 6Sep58; KK137692.
- VOLUNTEER SERVICE COUPONS, INC. ©**
Volunteer service award. 1 point.
© 31Oct58; KK138728.
- VON STERNBERG, JULE R. & CHARLES H. ALBIN** composing the copartnership SHOW-HOUSE. SEE Show-House.
- VULCAN MOTOR PRODUCTS, INC. ©**
Carburetor dash pots for Ford, Delco-Remy, Auto-Lite. Catalog 58-19B. Appl. author: Alfred C. Greene. © 22Aug58; KK137179.
- Generator repair kits; starter repair kits. Appl. author: John H. Staub. © 29Jul58; KK135992.
- Heater shut-off valve assemblies for Ford and Mercury, 1952-58. Heater temperature regulator valves for Ford and Mercury, 1952-58. Heater shut-off valve assemblies for Oldsmobile, 1958. No.HV-25 [and 7 other] valves. Form 58-15C. Appl. author: Alfred C. Greene. © 15Aug58; KK136510.
- Heater shut-off valve assemblies for Ford and Mercury, 1952-58. Heater temperature regulator valves for Ford and Mercury, 1952-58. No. HV-25 [and 8 other] valves. Form 58-15D. Appl. author: Alfred C. Greene. © 26Sep58; KK137434.
- Solenoid repair kit assortment for Auto-Lite and Delco-Remy equipped cars. No.SRK-1. Form 58-17B. Appl. author: John H. Staub. © 1Aug58; KK136068.
- W**
- WALKER, GEORGE E. ©**
Fruit and vegetable detergent. Appl. states prev. pub. KK127787. NM: "completely rewritten."
© 25Apr58; KK139626.
- WALL, JOHN P. & WALDON J. KAIN**, joint owners, IDEATORS. SEE Ideators.
- WALLACE, LUCILLE.**
Paint without paints. SEE Platt & Munk Co., Inc.
- WALSH, RICHARD K. & ERIC A. ALLEN** d.b.a. HANDICAPPED INDUSTRIES. SEE Handicapped Industries.
- WARN MANUFACTURING CO., INC. ©**
Hottest things on Jeep front wheels. Lockomatic hubs; locking hubs. Appl. author: William M. Gail. © 23Sep58; KK138577.
- The only automatic hubs made for Jeeps; Lockomatics. Locking hub. Appl. author: William M. Gail. © 8Oct58; KK138578.
- Preferred by over 9 out of 10 hub buyers; approved Jeep equipment. Lockomatic hubs; locking hubs. Appl. author: William M. Gail. © 8Oct58; KK138579.
- WARNER-LAMBERT PHARMACEUTICAL CO.**
Now in one swift beauty step, creme rinse and set your hair; Richard Hudnut Creme Rinse'n Set. (In Good housekeeping, Mar. 1957, p.154) Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. © Warner-Lambert Pharmaceutical Co. (in notice: Lambert-Hudnut Division, Warner-Lambert Pharmaceutical Co.); 19Feb57; KK137300.
- Now, the loveliest wave in the world; Quick, new home permanent by Richard Hudnut. (In Good housekeeping, Mar. 1957, p.146-147) Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. © Warner-Lambert Pharmaceutical Co. (in notice: Lambert-Hudnut Division, Warner-Lambert Pharmaceutical Co.); 19Feb57; KK137299.
- WARREN (NORTHAM) CORP. ©**
Get rich in July; 5% extra profit on your biggest seller, biggest advertiser: Cutex. New design case lipstick [and 7 other cosmetics] (In Chain store age, variety executive ed., July 1958, p.22) Appl. author: Doyle Dane Bernbach, Inc. © 7Jul58; KK136015.
- The one line no woman can resist: Cutex. New designer case lipstick [and 7 other products] (In Post exchange, Aug. 1958, overseas section, p.113) Appl. author: Doyle Dane Bernbach, Inc. © 1Aug58; KK136722.
- WASHBURN CO. ©**
Androck roast rack. Stock no.182X. © 15Sep58; KK138022.
- WATTS, WILLIAM H. ©**
Auction of the Month Club. © 6Aug58; KK136265.
- WAVAL-THERMAL. ©**
Nutri-Tonic pick-up permanent, the permanent with 1/3 oil creme base. Appl. author: Ivan Anderson. © 31Jul58; KK139061.
- WAYNE PUMP CO., division of SYMINGTON WAYNE CORP. SEE Symington Wayne Corp.**
- WEAVER (W. R.) CO. ©**
K3: three-power magnification, wide field of view; Weaver-Scope. (In Field & stream, July 1958, p.89) Appl. author: Warren T. Mithoff. © 28Jun58; KK136615.
- Only model K Weaver-Scopes have all the features you want. (In Field & stream, June 1958, p.127) Appl. author: Warren T. Mithoff. © 26May58; KK136614.
- Your target is big and bright, your aim is quick and easy with a Weaver-Scope. Model K4. (In Field & stream, Aug. 1958, p.85) Appl. author: Warren T. Mithoff. © 29Jul58; KK137574.
- WEBER COSTELLO CO. ©**
How to install Hyloplate chalkboard. © 5Jan48; KK137899.
- WECK (EDWARD) & CO., INC. ©**
Weck specialties for the handling and processing of syringes, needles, catheters, instruments, etc. for central supply service. Syringe rack [and other] products. © 1Apr58; KK138250.
- WECO PRODUCTS CO. ©**
New Dr. West's toothbrush won't pass along germs; new Dr. West's Germ-Fighter. (In Parents', June 1958, p.4) Appl. author: J. Walter Thompson Co. © 24May58; KK135507.
- The toothbrush that won't pass along germs from others, to your toothbrush, to you. New Dr. West's Germ-Fighter brand. (In U. S. Golf Assn. open championship annual program, June 12-14, 1958, p.54) Appl. author: J. Walter Thompson Co. © 12Jun58; KK136363.
- You can't buy this turquoise toothbrush, it's free; Dr. West's Germ-Fighter. (In This week magazine, Sept. 21, 1958, p.25) Appl. author: J. Walter Thompson Co. © 21Sep58; KK137786.
- WEINTRAUB, ABRAHAM. ©**
Play Board, magic bulletin board. © 17Nov58; KK138827.
- WELCH GRAPE JUICE CO., INC. ©**
Welchade grape drink. Contents one full quart. © 27May57; KK136723.
- WELCO SHOE CORP. ©**
Why did 20 million parents buy these slippers for their children? Foamtreads. [Child on bicycle] (In Life, Oct. 6, 1958, p.108) © 20Oct58; KK138285.
- Why did 20 million parents buy these slippers for their children? Foamtreads. [Child's legs & feet; left shoe missing] (In Parents' magazine, Oct. 1958, p.148) © 25Sep58; KK138284.
- WESTERN FISHING LINE CO. ©**
Beauty and the best; world record W-40 fishing lines. (In Sporting goods dealer, June 1, 1957) © 3Jun57; KK138724.
- The fisherman's dream; the W-40 mermaid. © 31Dec57; KK138832.
- Our dealers are happy as clams; look up to your string of sales pearls loaded with W-40 world record fishing lines. (In Sporting goods dealer, June 1, 1957) © 3Jun57; KK138723.
- Western W-40 presents your golden jackpot of extra profits. Assortment no.1 [and 7 other] assortments. © 28Jul58; KK138322.
- WESTERN-WAXIDE DIVISION, CROWN ZELLERBACH. SEE Crown Zellerbach Corp.**
- WESTMINSTER RECORDING CO., INC. ©**
Stereophonic tape. © 13Dec57 (in notice: 1958); KK137252.
- WHAM-O MANUFACTURING CO. ©**
Amazing Whing-Ding, by the makers of the famous Hula Hoop. © 5Sep58; KK137724.
- Genuine Wham-O original Hula-Hoop. NM: revision. © 15Aug58; KK139039.
- Health exerciser. Swedish method. (Swedish method developer) © 30Oct57; KK136414.
- Hula Hat, by the makers of famous Hula Hoop. It's convertible; four shapes. © 30Sep58; KK137725.
- Hula-Hoop; amazing, defies gravity. © 4Jun58; KK136415.
- Lil' Hula Hoopee; little brother to the famous Wham-O Hula Hoop. © 14Aug58; KK139037.
- Original Hula-Hoop and Lil' Hula Hoopee. © 12Aug58; KK139038.
- WHEATON BRASS WORKS. ©**
New Wheaton multiple valve with Visi-Flow faucet speeds unloading. Type 435; type 480. (In National petroleum news, Aug. 1958, p.172) Appl. author: Freiwald & Coleman. © 25Jul58; KK137038.
- WHIFFEN (L. C.) CO., INC. ©**
Introducing the newest bow on the horizon; the Whiffen Meteor. Appl. author: L. C. Whiffen. © 10Oct58; KK138065.

WHIRLPOOL CORP. ©

RCA Whirlpool sales engineer's manual; central air conditioning. © 13Nov57; KK136610.

WHITE ROCK BOTTLERS CO. OF LOS ANGELES. ©

Bottle fatigue? White Rock in no-return bottles & cans. (In Southern California grocers' Journal, June 20, 1958, p.7) © 19Jun58; KK137369.

WHITMAN (STEPHEN F.) & SON, INC. ©

Map of Pleasure Island. © 25Jun58; KK139067.
Messenger; chocolates. A Sampler product. 14 ozs. net wt. © 1Jul58; KK139066.

Something special for someone special; Happy Easter. Sampler; chocolates. (In The Saturday evening post, Mar. 29, 1958, p.18) © 29Mar58; KK136005.

Something special for someone special; Valentine's Day. Chocolates; Sampler. (In The Saturday evening post, Feb. 8, 1958, p.13) © 8Feb58; KK136006.

Something special for someone special; with love on Mother's Day. Sampler; chocolates. (In The Saturday evening post, May 3, 1958, p.18) © 3May58; KK136007.

WHITMAN PUB. CO. ©

Magic dot game. Ages 5 to 9. No.4712:100. Contents: game board, 4 magic crayons. © 2Sep58; KK138108.

Magic stay-on dresses; clothes stay on without tabs. No.4764:198. 3 statuette dolls and a dresser to make up, with crayons and plastic scissors. © 4Sep58; KK138109.

Regatta, a boat racing game. No.4423:29. © 8Jul58; KK138111.

WIEST, HAZEL. ©

Matchie spin-n-match. A toy for one that's lots of fun, a game with score for two or more. Ages 3 to 7. © 13Sep58; KK138402.

WILDMAN (A. J.) & SON. ©

12 magic pictures and viewers. Appl. author: Abraham J. Wildman. © 1Sep58; KK137801.

WILLIAMSON-DICKIE MANUFACTURING CO. ©

Back-to-school in Ivy style; Dickies. Slacktime casual clothes. Back-to-school western style. (In Life, Aug. 4, 1958, p.85) Appl. author: Albert Evans, Jr. © 1Aug58; KK136426.

WINARICK (A. R.) INC. ©

New 3-in-1 basecoat-lacquer-sealer formula; Dura-Gloss nails look lovelier longer. (In Seventeen, Feb. 1957, p.58) Appl. author: Kastor, Hilton, Chesley & Clifford, Inc. © 1Feb57; KK136937.

WINDSOR PUB. CO. ©

E-Z Mark Hammond organ mark-your-own registration labels; for spinet model. 2 sizes. 60 large; 80 small. Appl. author: Kendall R. Jones. © 16Jun58; KK135550.

WINEGARD CO. ©

Winegard antennas are changing the American rooftop scene. (In PF reporter, Oct. 1958, p.18-19) Appl. author: Gourfain-Loeff, Inc. © 30Sep58; KK137812.

WINKE (J. H.) CO. ©

We have 'em; weddings are much more fun with just married signs. No.1-5. Appl. author: John H. Winke. © 2Jul58; KK137237.

WISCONSIN KNIFE WORKS. ©

Badger alternate shear carbide knife cutterhead solves tear out problem. (In The Woodworker, July 1958, p.17) © 15Jul58; KK135745.

Badger Clamp-T-Slot cutterheads give long production runs with precision that makes parts fit. (In The Woodworker, Dec. 1958, p.13) © 15Dec58; KK139604.

Badger engineered cutterheads give maximum knife safety and support on deep cuts. (In Woodworking, Oct. 1958, p.42) © 15Aug58; KK136504.

Badger formed round head s-t-r-e-t-c-h-e-s machine capacity to make deep cut. (In Woodworking, Sept. 1958, p.51) © 15Sep58; KK137543.

Badger groover discs are designed to produce clean cross grain cuts. (In Woodworking, Nov. 1958, p.167) © 15Nov58; KK139249.

Only Badger corrugated back knives have: 1, ground-all-over finish. (In Woodworking) © 15May58; KK135529.

Precision and quality go hand in hand with Badger shaper cutters. (In The Woodworker, June 1958, p.17) © 15Jun58; KK135341.

Standard Badger Clamp-T slot cutterhead with saw segments simplifies grooving problems. (In Hitchcock's wood working, Oct. 1958, p.47) © 15Oct58; KK138069.

WISCONSIN MALTING CO. ©

Enjoy beer with your meal. Attach this beerreminder menu clip to all your menus. Appl. author: Morrison-Greene-Seymour, Inc. © 15Jun58; KK135871.

WISE (LAWRENCE) CO. ©

Love trophy; newest way to say you're the world's greatest. Appl. author: Lawrence Wise. © 10Mar58; KK135493.

Love trophy; world's greatest. Appl. author: Lawrence Wise. © 10Mar58; KK135495.

Newest way to say you're the world's greatest on Father's Day, with a love trophy. Appl. author: Lawrence Wise. © 10Mar58; KK135494.

WOEHRMYER PRINT. CO. ©

Welcome Alaska; progress in an American heritage. Are your business forms up to date? Speed-Kraft. © 4Nov58; KK138543.

WOLF BRAND PRODUCTS CO. ©

Tamales; in a rich chili gravy. Li'l wolf with guitar. [Mexican hat] 12 tamales. Net weight 1 lb. 1 oz. © 15Oct57; KK138575.

Tamales; in a rich chili gravy. Li'l wolf with serape and fry pan. Serape. 12 tamales. Net weight 1 lb. 1 oz. © 15Oct57; KK138574.

WOMAN'S DAY, INC. ©

The figures are in and they confirm the reports on Woman's day soaring circulation. (In The New Yorker, Dec. 13, 1958, p.70-71) © 11Dec58; KK139476.

Woman's day up 900,000 for November. Within the last few months, many thousands have joined the A & P in selling Woman's day. (In The New Yorker, Nov. 15, 1958, p.72-73) © 13Nov58; KK139244.

WONDER ENTERPRISES. ©

Castle of Fun; for boys and girls, ages 3 to 10. 8 new party games complete with 42-piece game kit. Appl. author: Armand S. Zucker. © 27Jun58; KK135437.

Here is your Castle of Fun 42-piece game kit. Appl. author: Armand S. Zucker. © 27Jun58; KK135432.

WOOD (M. A.) CO.

Does your business belong in the hospital? Laughter is the best sales medicine; jam-packed with antidotes [sic] Cheer-ups [and 2 other booklets] © Mark A. Wood d.b.a. M. A. Wood Co.; 7Apr58; KK136038.

WOOD, MARK A. d.b.a. M. A. WOOD CO. SEE Wood (M. A.) Co.

WOODWARD, ALBERT Y. d.b.a. CUSTOM FINISHERS GUILD. SEE Custom Finishers Guild.

WOOL-O CO. ©

True colonial charm; early American. The only rug of its kind. Style 625. NM: additions. © 15Aug58; KK137488.

WOOLSEY (C. A.) PAINT & COLOR CO., INC. ©

Bottom paints and special finishes; serving at sea since 1853. Vine-last [and 9 other products] Appl. author: Wilbert B. Hanft. © 15Sep58; KK137465.

Cawlux marine finish Nauticolors, styled for boating beauty; mixing chart. Appl. author: Wilbert B. Hanft. © 2Sep58; KK137042.

WORLD EVENTS MAGAZINE, INC.

Imagine, you can use your finest china every day; Lenore, by the oldest and largest maker of true china in America. Graceful Classic Rose; delicate Spring Melody. © Sloan-Ashland Division of World Events Magazine, Inc.; 1Jul58; KK136552.

WORLD WIDE PRODUCTS, INC. ©

Feeling mighty pert these days for I take my super Vita-King food supplements every day, I never miss. Appl. author: Ernest R. Conrad. © 18Aug58; KK136568.

The new super Vita-King gold savings stamp system will boost all your sales. You receive ... with each bottle of super Vita-King balanced vitamins and minerals. By Ernest R. Conrad. © 10Jul58; KK135899.

Order form to be used when ordering direct from headquarters. Note: You sell the super Vita-Kings at the standard retail prices shown below. Balanced vitamins and minerals. Appl. author: Ernest R. Conrad. © 14Aug58; KK136567.

They say o.k. Super Vita-King balanced vitamins and minerals, the truly wonderful food supplement. Appl. author: Ernest R. Conrad. © 28Aug58; KK136917.

WORTHAM MACHINERY CO. ©

Caterpillar assembly exchange units. © 10Jun58; KK135363.

WRIGHT, JAMES S. d.b.a. SEAL-WRIGHT SYSTEM. SEE Seal-Wright System.**WRIGHT & MCGILL CO. ©**

Sales and profits are yours with these new Eagle Claw displays; fish hooks. New no.1000 display [and 4 other] displays. Circular CPM-1058. Appl. author: Karl E. Gerarden. NM: all new except blue mountain border & eagle. © 29Sep58; KK137603.

Y

YANCEY CO. ©

Best front in town; America's most beautiful screen doors. The Bel-Air; the Aristocrat. (In Sunset, Apr. 1957, p.101) Appl. author: J. H. Yancey. © 1Apr57; KK137232.

FARNALL-WARING CO. ©
Piping diagram and steam trap selector for chemical processing equipment. Yarway. Appl. author: Walter W. Michener. © 1Dec55; KK136033.

OGG & CO. ©
Anodized aluminum wall frames to fit our new junior size, 11" x 14", posters. © 31Oct58; KK138581.
Gingerbread castle. Humpty Dumpty; Hansel and Gretel. © 15Jun58; KK135644.

ORK, PERCY J. ©
Yorks rust remover and controller; a method for removing rust on car-body and fenders. © 23Jul58; KK138716.

Z

ANER ADVERTISING AGENCY. ©
Around Town, the popular nationally syndicated advertising series.

Proof sheet nos.105 to 156.
© 1May58; KK135364.

Backstage; the popular nationally syndicated advertising series.
Proof sheet nos.105-156.
© 1Aug58; KK138205.

Cavalcade; the popular nationally syndicated advertising series.
Proof sheet nos.105-156.
© 1Aug58; KK138203.

Dining Out; the popular nationally syndicated advertising series.
Proof sheet nos.105-156.
© 1Aug58; KK138204.

Ernie; the popular nationally syndicated advertising series.
Proof sheet nos.1-52. © 1Aug58; KK138198.

ZIEGLER (G. S.) & CO. ©
Tri-Sul-Ite, 3-way protection system; for hot underground pipes. Bulletin no.10158. Appl. author:

Gordon S. Ziegler. NM: additions.
© 1Dec58; KK139559.

Tri-Sul-Ite, 3-way protection system. Tri-Sul-Ite ... to insulate and protect all hot underground pipes. Technical bulletin no.20258. Appl. author: Oren G. Glement. Appl. states prev. pub. 1956. NM: revision. © 19Nov58; KK139558.

ZIPPO MANUFACTURING CO. ©
How Zippo lighters are used in industry; how ... in customer goodwill programs. (No.6 of a series) © 15Sep58; KK137378.

How Zippo lighters are used in industry; how ... in sales training. (No.4 of a series) © 18Jul58; KK135824.

How Zippo lighters are used in industry; how ... to spark an unusual sales contest. (No.5 of a series) © 18Jul58; KK135825.

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RENEWAL REGISTRATIONS

A list of prints and labels for which renewal registrations were made during the period covered by this issue. Arrangement is alphabetical under the name of the claimant of renewal copyright. Information relating to both the original and the renewal registration is included in each entry.

ACME-EVANS CO., INC.

The 1 flour for all purposes.
© 1Aug30; Label 38559. Acme-Evans Co., Inc. (P); 3Jul58; R217560.

AEPLER, C. W. d.b.a. C. W. AEPLER CO. SEE Aeppler (C. W.) Co.

AEPLER (C. W.) CO.

Land O' Lakes apples. © 3Jan31; Label 38597. C. W. Aeppler d.b.a. C. W. Aeppler Co. (P); 6Aug58; R218757.

AMERICAN POP CORN CO.

Jolly Time pop corn is guaranteed to pop. © 29Jul31; Label 39898. American Pop Corn Co. (P); 5Dec58; R225975.

AUTOMATIC CANTEN CO. OF AMERICA.

The canteen. © 9Apr31; Label 39340. Automatic Canteen Co. of America (P); 8Dec58; R226199.

Canteen. © 4May31; Print 13247. Automatic Canteen Co. of America (P); 8Dec58; R226198.

BLOOMINGTON PACKING CO., INC.

Winterlein. © 24Mar31; Label 39472. Bloomington Packing Co., Inc. (P); 10Oct58; R222030.

BON AMI CO.

Bon Ami. © 3Apr31; Label 39341. Bon Ami Co. (P); 21Oct58; R224013.

Bon Ami deluxe. © 3Apr31; Label 39721. Bon Ami Co. (P); 21Oct58; R224014.

BORDEN CO.

Horton's ice cream and ices. © 25Apr31; Label 39875. Borden Co. (P); 19Nov58; R225023.

BOSTON VARNISH CO. SEE Kyanize Paints, Inc.

BRADCO EGG PRODUCERS COOPERATIVE.

Eggs. © 10Mar31; Label 39143. Bradco Egg Producers Cooperative (P); 21Oct58; R223177.

BROWN & WILLIAMSON TOBACCO CORP.

Target cigarette tobacco. © 20Oct31; Label 40105. Brown & Williamson Tobacco Corp. (P); 22Oct58; R223235.

CAPITAL BAKERS, INC.

Capital Bakers. © 18Feb31; Print 13248. Capital Bakers, Inc. (P); 23Oct58; R223248.

COLUMBIA STEEL EQUIPMENT CO.

Columbia Steel Equipment Co. © 1Dec30; Print 13180. Columbia Steel Equipment Co. (P); 19Sep58; R221440.
© 10Jan31; Print 13352. Columbia Steel Equipment Co. (P); 19Sep58; R221439.
© 26Jan31; Print 13353. Columbia Steel Equipment Co. (P); 19Sep58; R221438.

DIAMOND BRAIDING MILLS, INC.

Replace your laces. © 15Jun31; Print 13411. Diamond Braiding Mills, Inc. (P); 4Dec58; R225953.

DIXON (JOSEPH) CRUCIBLE CO.

Tuned palette. © 18Dec30; Label 38811. Joseph Dixon Crucible Co. (P); 3Dec58; R225735.

FIBREBOARD PAPER PRODUCTS CORP.

Pabco roofweld. © 2Apr31; Label 39276. Fibreboard Paper Products Corp. (P); 28Oct58; R223523.

HAZZARD (R. P.) CO.

The Hazzard shoe. © 10Feb31; Label 39104. R. P. Hazzard Co. (P); 15Oct58; R222891.

HO-RO-CO MANUFACTURING CO., PEERLESS PRODUCTS CO. SEE Peerless Products Co.

HUBINGER CO.

The bath of beauty. © 2Mar31; Print 13189. Hubinger Co. (P); 26Nov58; R225599.

Quick elastic hot starch in 30 seconds. © 22Apr31; Label 39176. Hubinger Co. (P); 26Nov58; R225598.

INTERWOVEN STOCKING CO.

Socks for Christmas. © 22Nov30; Print 12953. Interwoven Stocking Co. (P); 9Jul58; R217549.

JOHNSTON, W. AA.

Keyboard; for adding machines, cash registers, and typewriters. © 1Jun31; Label 39532. W. AA. Johnston (P); 14Oct58; R222721.

KEMP (E. F.) CORP.

Golden E. F. Kemp Glow. © 18Jul30; Label 37982. E. F. Kemp Corp. (P); 14Jul58; R218236.
Salted nuts. © 1Aug30; Label 38232. E. F. Kemp Corp. (P); 14Jul58; R218237.

KYANIZE PAINTS, INC.

Celoid finish. © 1Jan31; Print 13028. Boston Varnish Co., now by change of name, Kyanize Paints, Inc. (P); 24Dec58; R227302.

Floor enamel. © 1Jan31; Print 13027. Kyanize Paints, Inc. (P); 11Dec58; R227384.

Floor finish. © 1Jan31; Print 13026. Kyanize Paints, Inc. (P); 11Dec58; R227383.

Lustaquik finish. © 1Jan31; Print 13078. Kyanize Paints, Inc. (P); 11Dec58; R227385.

LOWNEY (WALTER M.) CO.

Chocolates. © 2Sep30; Print 12990. Walter M. Lowney Co. (P); 21Jul58; R218276.

Chocolates. © 2Sep30; Print 12991. Walter M. Lowney Co. (P); 21Jul58; R218228.

M & R DIETETIC LABORATORIES, INC.

Vita. © 25Feb31; Label 39121. M & R Dietetic Laboratories, Inc. (P); 20Oct58; R221953.

MARANTZ (N.) PAPER CO.

Hostess. © 9Sep31; Label 40012. N. Marantz Paper Co. (P); 11Sep58; R221122.

MARS, INC.

Honey Almond. © 10Jul31; Label 40118. Mars, Inc. (P); 18Dec58; R227033.

MEYER-POWERS CO., INC. ©

Melon mold. © 7Feb31; Label 39372. Meyer-Powers Co., Inc. (P); 27Oct58; R224043.

MOUNT ZIRCON SPRING, INC.

Zircon ginger ale. © 1May31; Label 39646. Mount Zircon Spring, Inc. (P); 10Nov58; R225727.

NORTHWESTERN NATIONAL BANK OF MINNEAPOLIS.

Pfunder's tablets. © 15Sep30; Label 38740. Northwestern National Bank of Minneapolis (P); 22Aug58; R219979.

Pfunder's tablets. © 24Dec30; Label 38793. Northwestern National Bank of Minneapolis (P); 22Aug58; R219980.

PEERLESS PRODUCTS CO.

Peerless waterproof cement. © 31Dec30; Label 38834. Ho-Ro-Co Manufacturing Co., Peerless Products Co. (P); 10Oct58; R222029.

SEXAUER (J. A.) MANUFACTURING CO., INC.

Mule Kick. © 12Dec31; Label 40304. J. A. Sexauer Manufacturing Co., Inc. (P); 19Dec58; R226770.

SHAPLEIGH HARDWARE CO.

Why some brands of sash cord cost more and are worth more than others. © 15Jun31; Print 13407. Shapleigh Hardware Co. (P); 29Dec58; R227722.

SOUTHERN WEBBING MILLS, INC.

Best by a long stretch. © 24Apr31; Print 13347. Southern Webbing Mills, Inc. (P); 14Nov58; R224544.

Best by a long stretch. © 11May31; Label 39547. Southern Webbing Mills, Inc. (P); 14Nov58; R224543.

STALEY (A. E.) MANUFACTURING CO.

Corn starch. © 20Jun31; Label 39935. A. E. Staley Manufacturing Co. (P); 30Oct58; R224322.

Gloss starch. © 20Jun31; Label 39936. A. E. Staley Manufacturing Co. (P); 4Nov58; R224296.

SUN-MAID RAISIN GROWERS OF CALIFORNIA.

Amber beauty. © 27May31; Label 39633. Sun-Maid Raisin Growers of California (P); 23Oct58; R223250.

COMMERCIAL PRINTS AND LABELS

UNITED STATES RUBBER CO.

Air-flight principle for your car.
© 26Dec30; Print 12962. United
States Rubber Co. (P); 31Jul58;
R218691.

VAN CAMP SEA FOOD CO., INC.

Chicken of the sea. © 10Oct30;
Label 38391. Van Camp Sea Food
Co., Inc. (P); 14Jul58; R217839.

WASHINGTON FRUIT & PRODUCE CO.

Independent. Blue label. © 9Mar31;
Label 39064. Washington Fruit &
Produce Co. (P); 15Sep58; R221359.
Independent. Red label. © 9Mar31;
Label 39063. Washington Fruit &
Produce Co. (P); 15Sep58; R221358.

WOLDERT CO.

Wolco. © 28Nov30; Label 38718.
Woldert Co. (P); 16Jul58;
R218273.

WOLF BROS. & CO.

Roosevelt Hall cigars. © 20Oct31;
Label 40050. Wolf Bros. & Co.
(P); 4Dec58; R225954.

WRIGHT & WILHELMY CO.

Wright's Peerless. © 1Apr31;
Label 39320. Wright & Wilhelmy
Co. (P); 12Sep58; R221136.

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U. S. Copyright Office.

Catalog of copyright entries. no. 1-782, July 1/11, 1891-
June 28, 1906; new ser., July 5, 1906-1946; 3d ser., v. 1-
Jan./June 1947-

Washington, U. S. Govt. Print. Off.

v. 25-30 cm.

Frequency varies.

Beginning July 1906, issued in parts.

Issues for 1898-1901 called v. 14-29. The volumes of the new series
are numbered as follows: pt. 1, group 1, Books, v. 1-43; group 2,
Pamphlets, etc., v. 1-43; group 3, Dramatic compositions, etc., v. 1-19;
pt. 2, Periodicals, v. 1-40 (v. 41 incorporated in 3d ser., v. 1, pt. 2);
pt. 3, Musical compositions, v. 1-41; pt. 4, Works of art, etc., v. 1-41.

(Continued on next card)

6-35347*

U. S. Copyright Office. Catalog of copyright entries ...
(Card 2)

Title varies: July 1/11, 1891-June 1906, Catalogue of title-entries
of books and other articles ...

Issued 1891-June 1906 by the Treasury Dept.

1. American literature—Bibl.—Catalogs. 2. Music—U. S.—Bibl.
3. Art—U. S.—Catalogs. 4. Maps—Bibl. 5. Moving-pictures—Cata-
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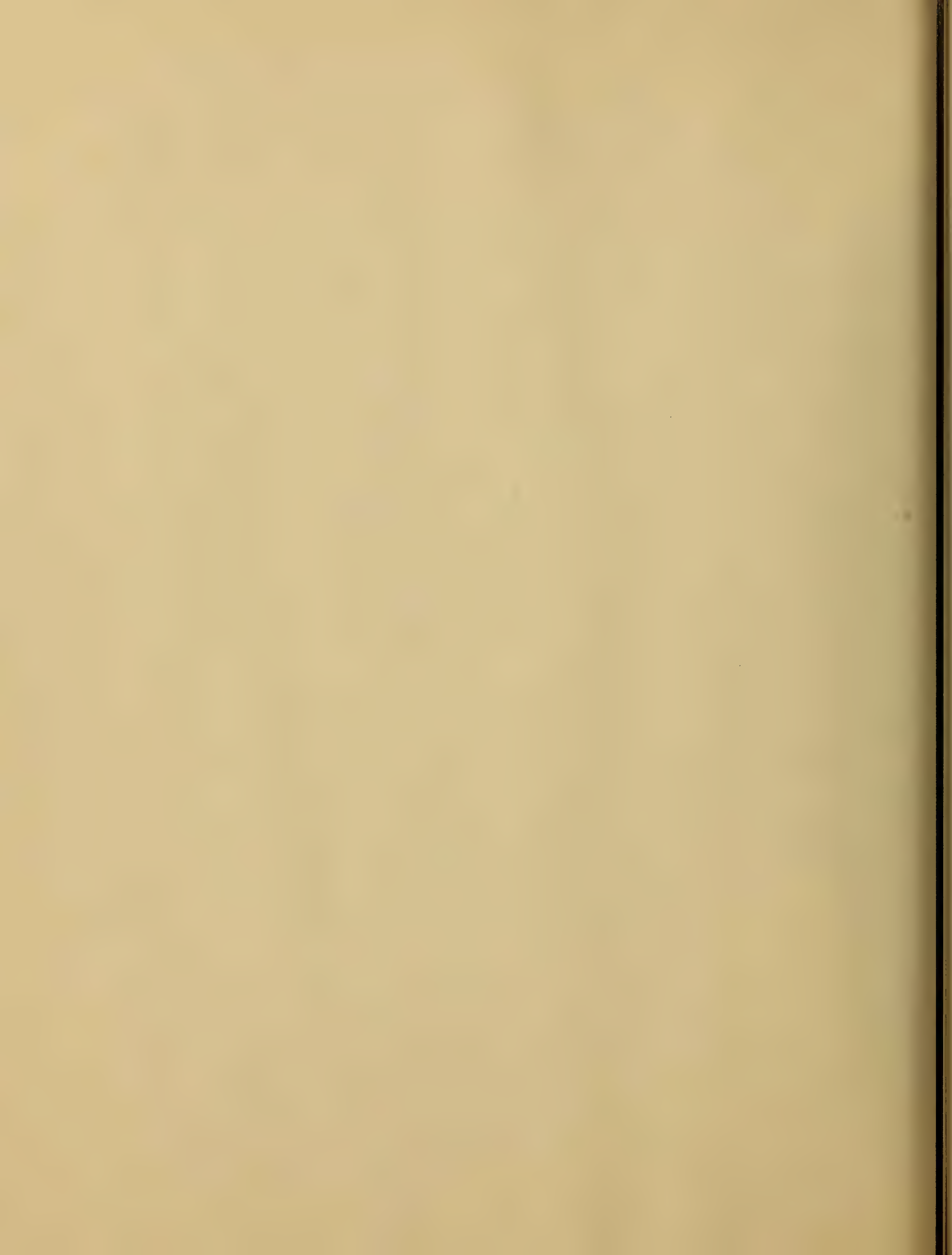
1. The first part of the paper is devoted to a general discussion of the problem of the origin of life. It is shown that the problem is one of the most important and most difficult in the history of science.

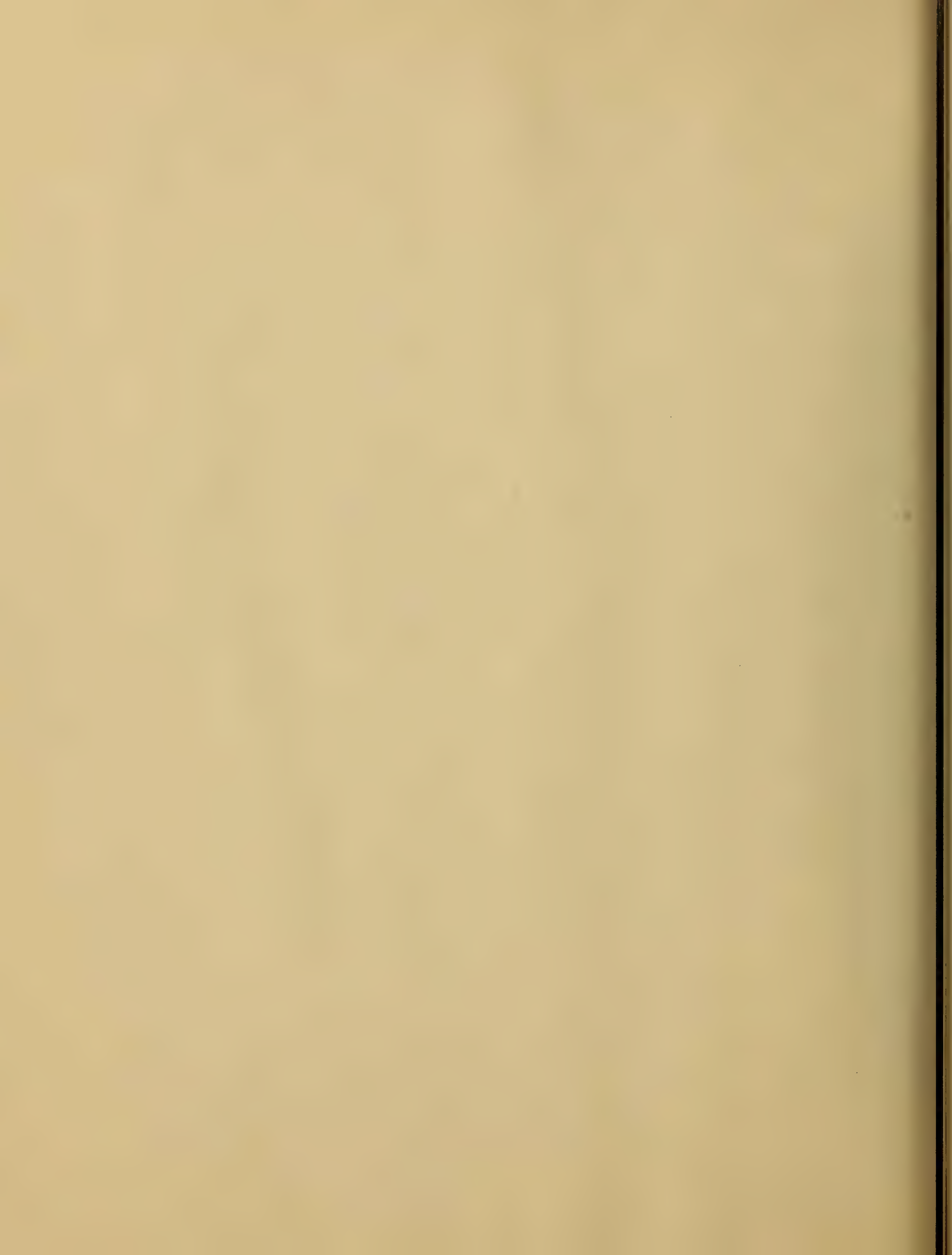
2. The second part of the paper is devoted to a discussion of the various theories of the origin of life. It is shown that the most plausible theory is that of the spontaneous generation of life from non-living matter.

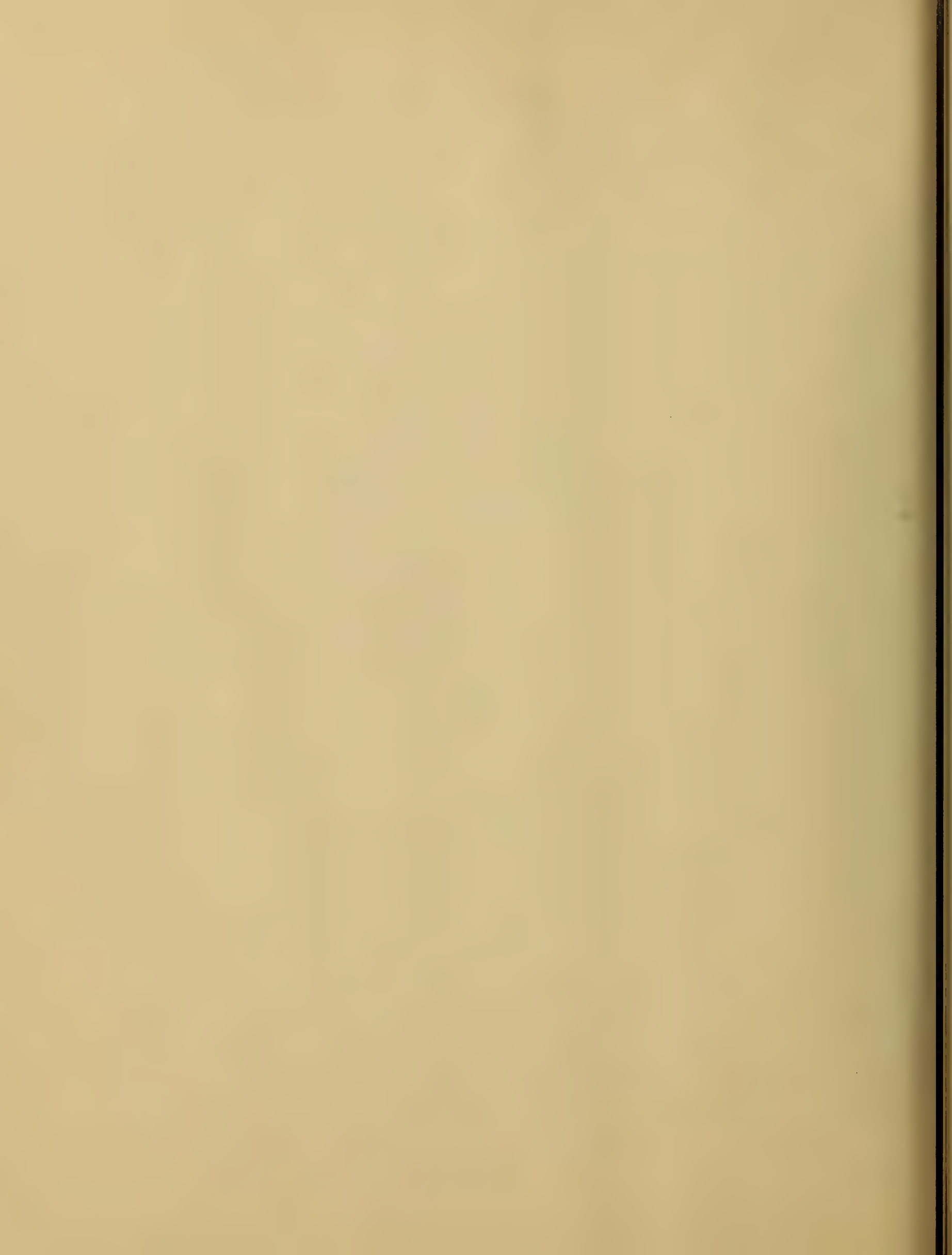
3. The third part of the paper is devoted to a discussion of the evidence in favor of the spontaneous generation of life. It is shown that the evidence is very strong and that the spontaneous generation of life is a fact.

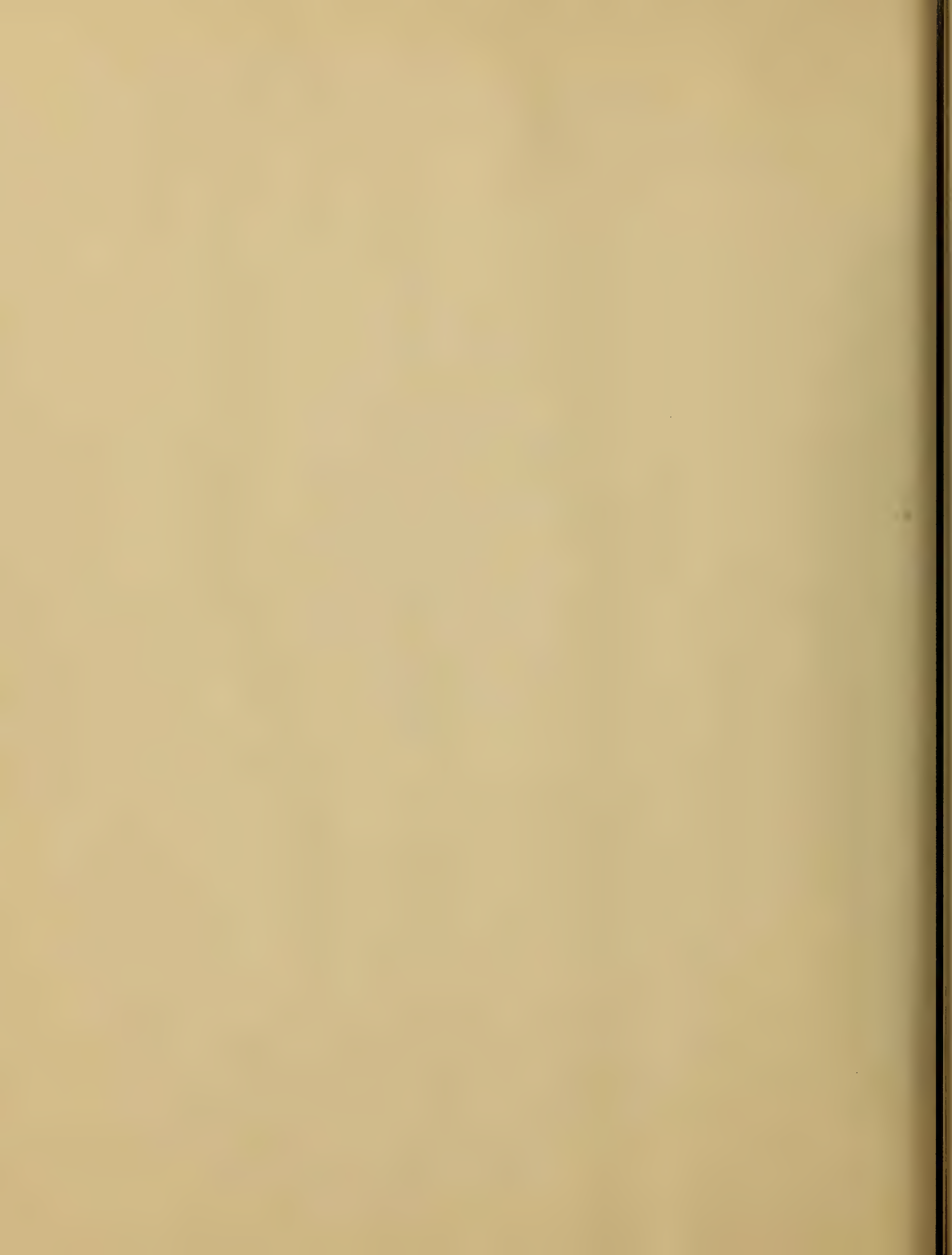
4. The fourth part of the paper is devoted to a discussion of the various theories of the evolution of life. It is shown that the most plausible theory is that of the gradual evolution of life from simple to complex forms.

5. The fifth part of the paper is devoted to a discussion of the evidence in favor of the evolution of life. It is shown that the evidence is very strong and that the evolution of life is a fact.

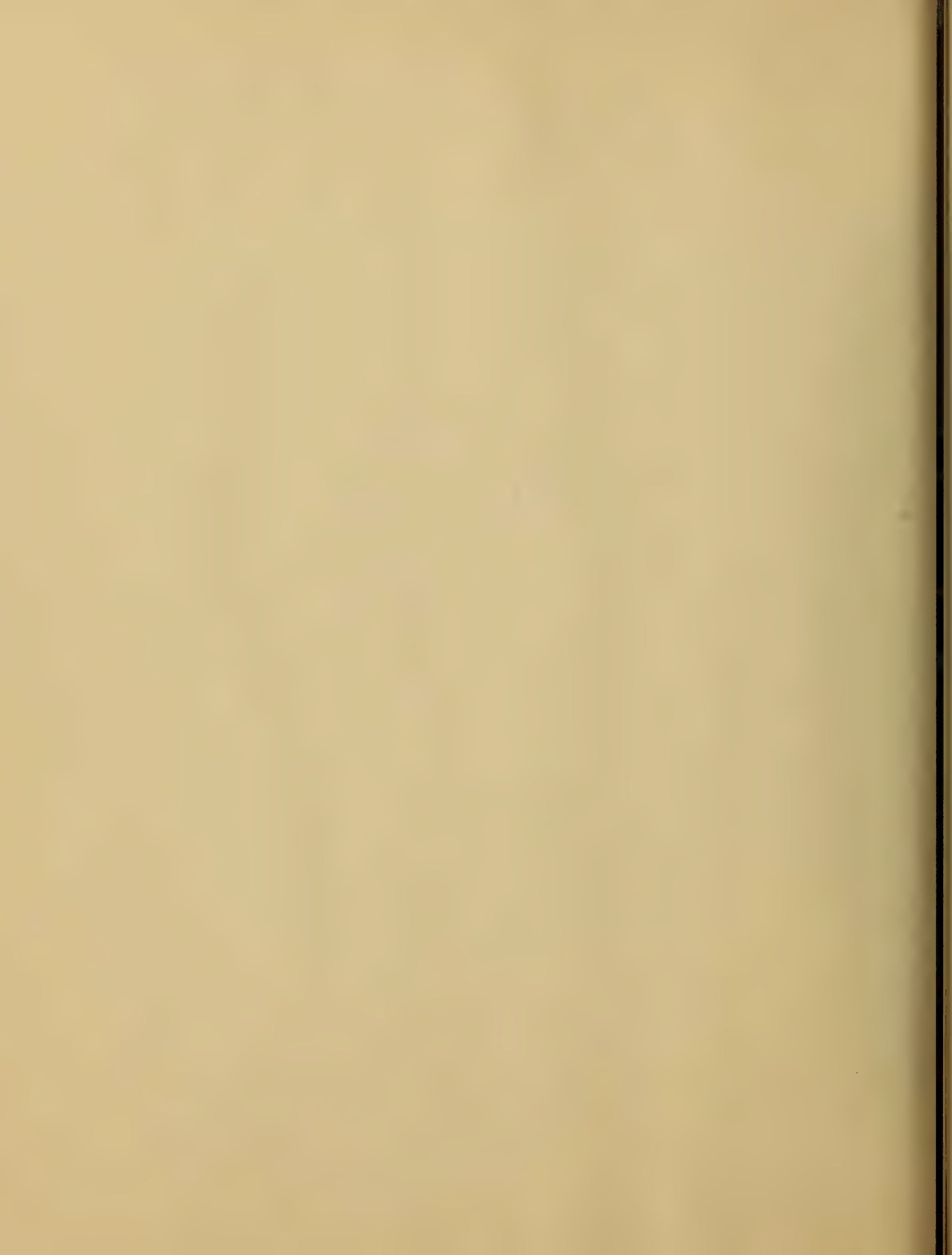


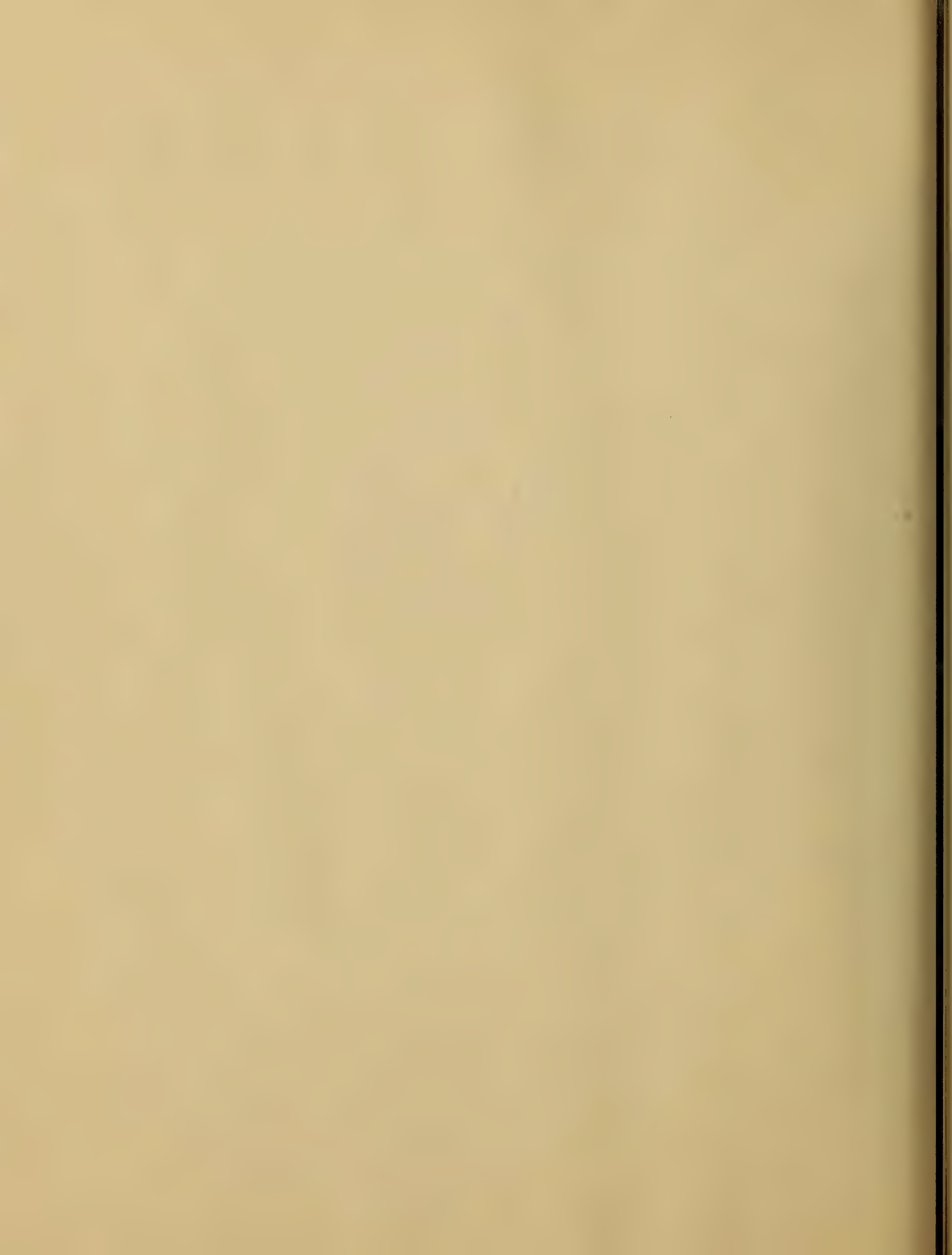




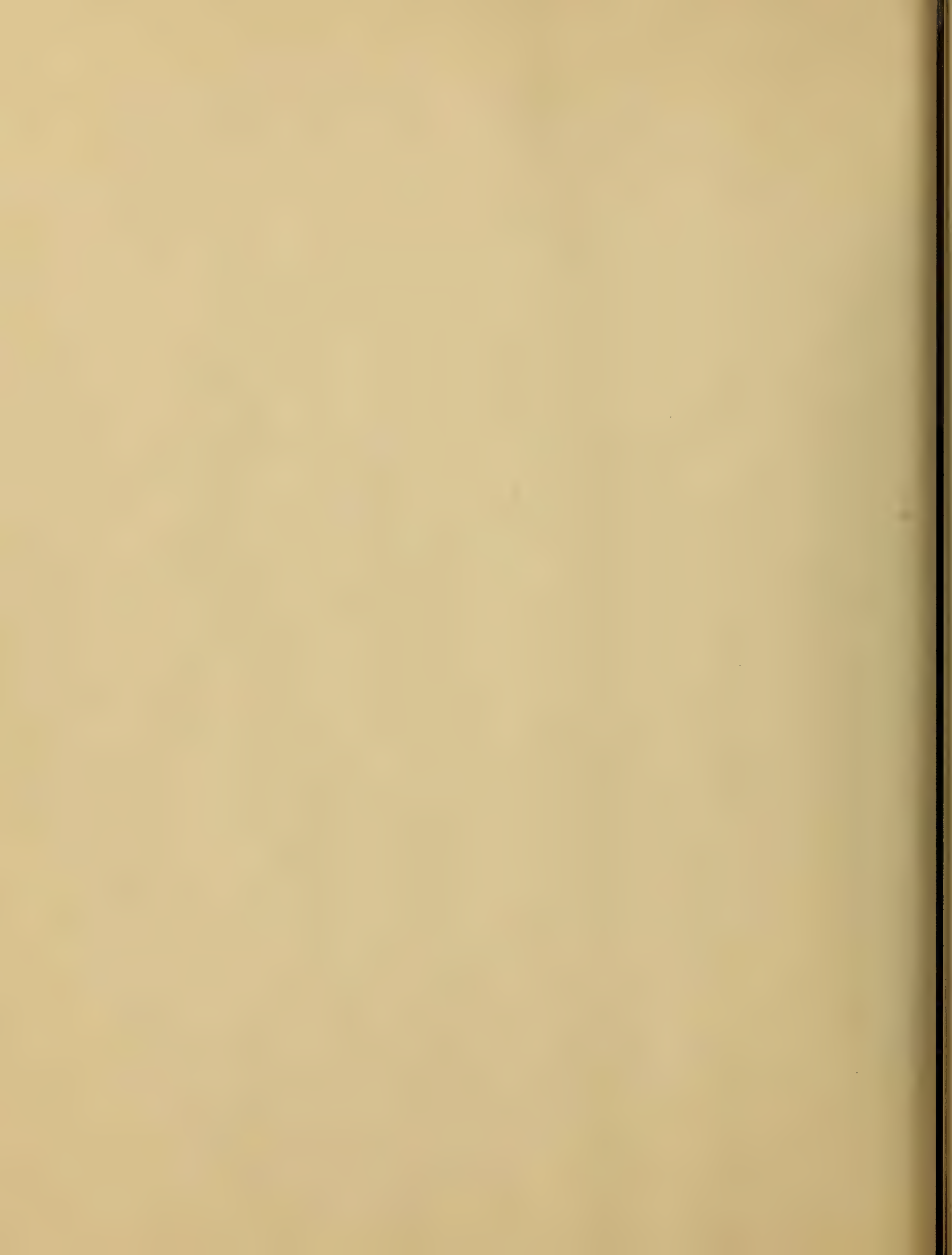


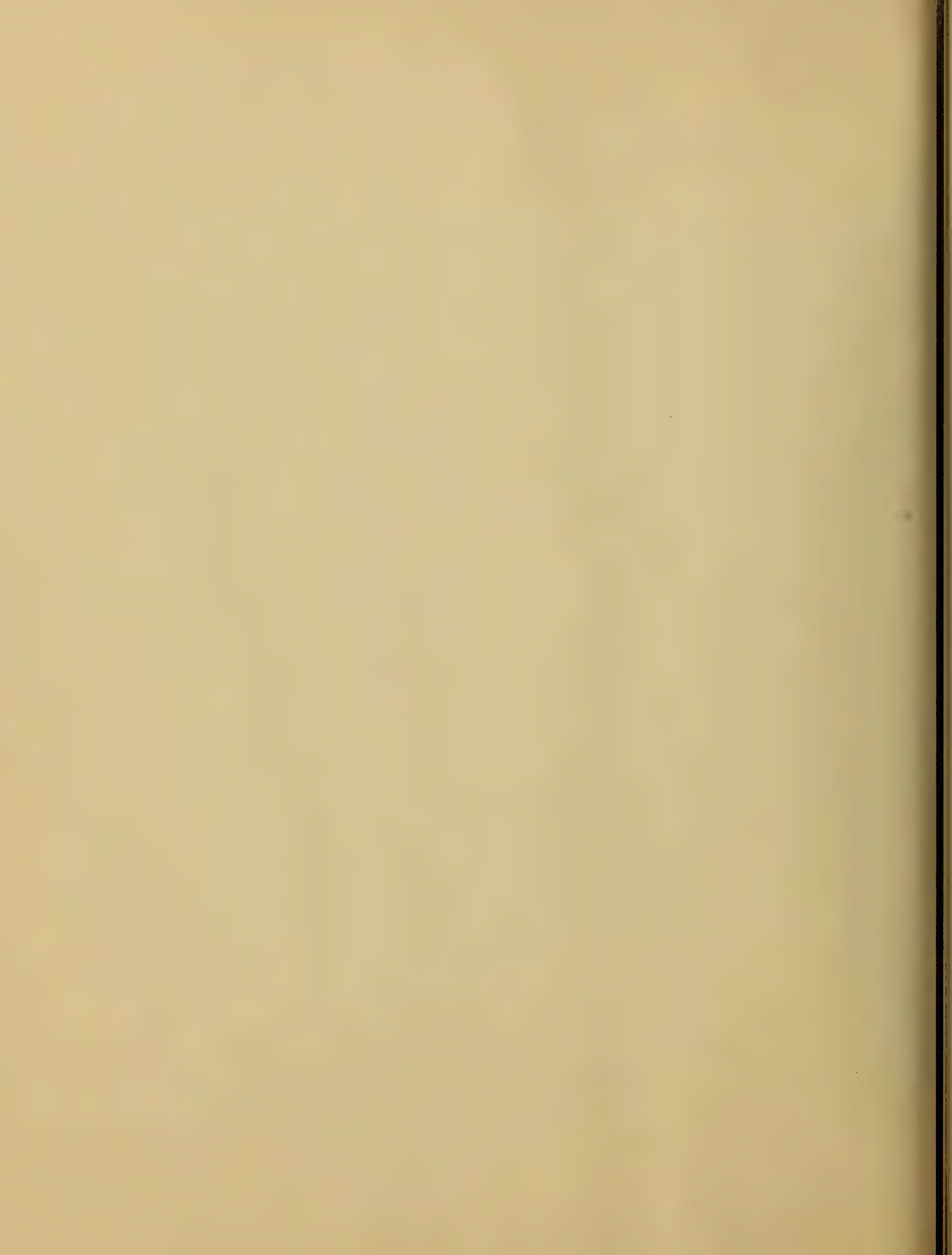


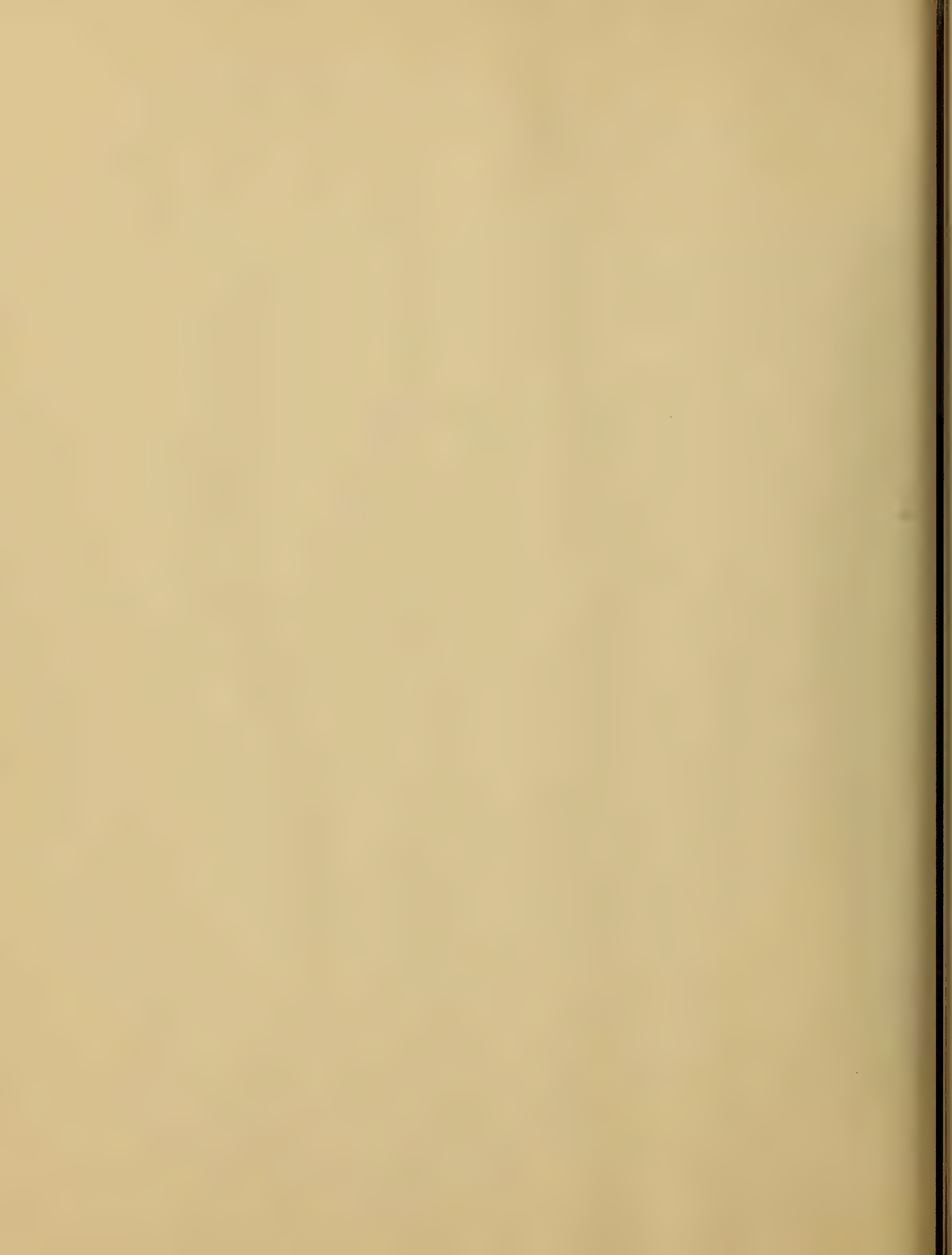


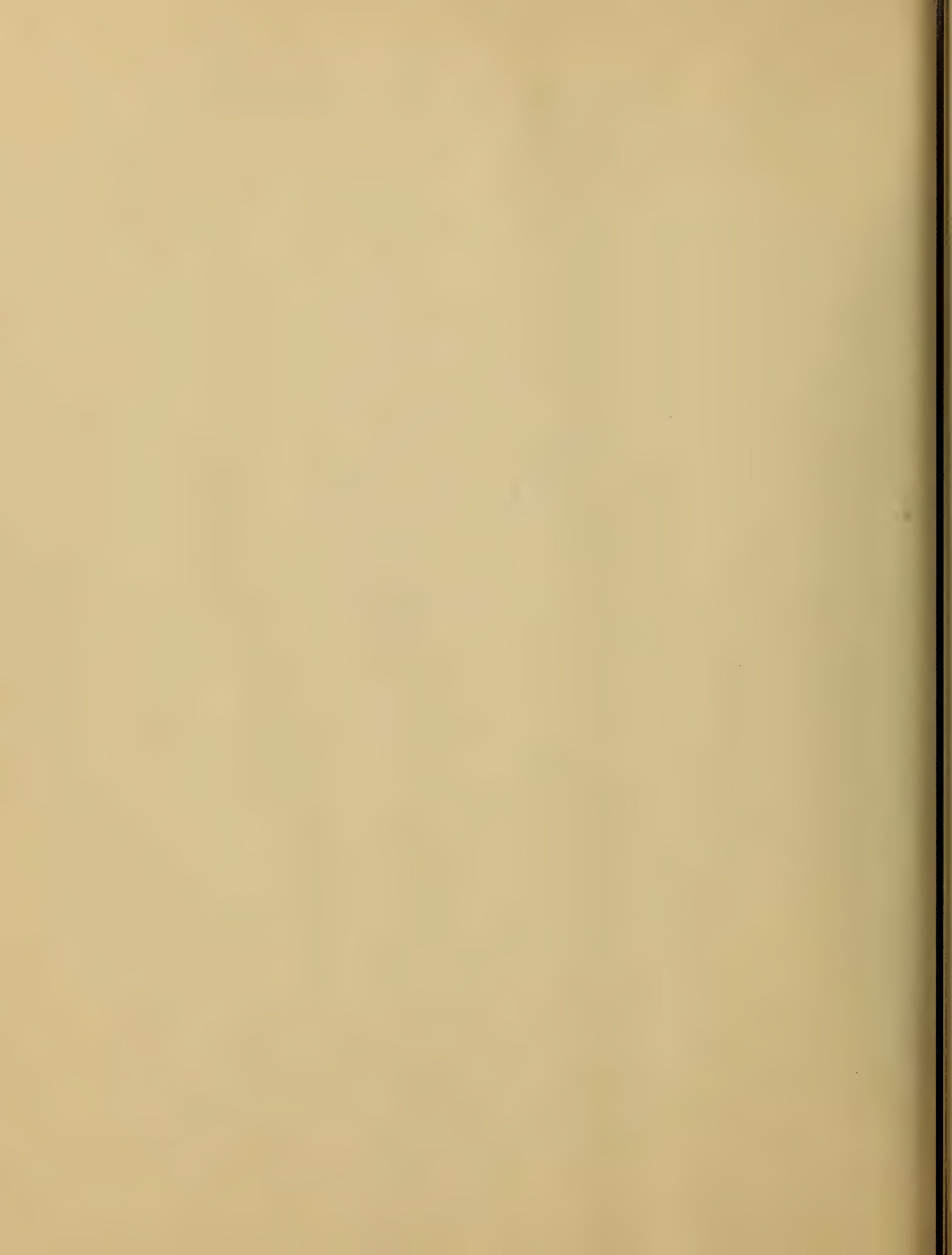




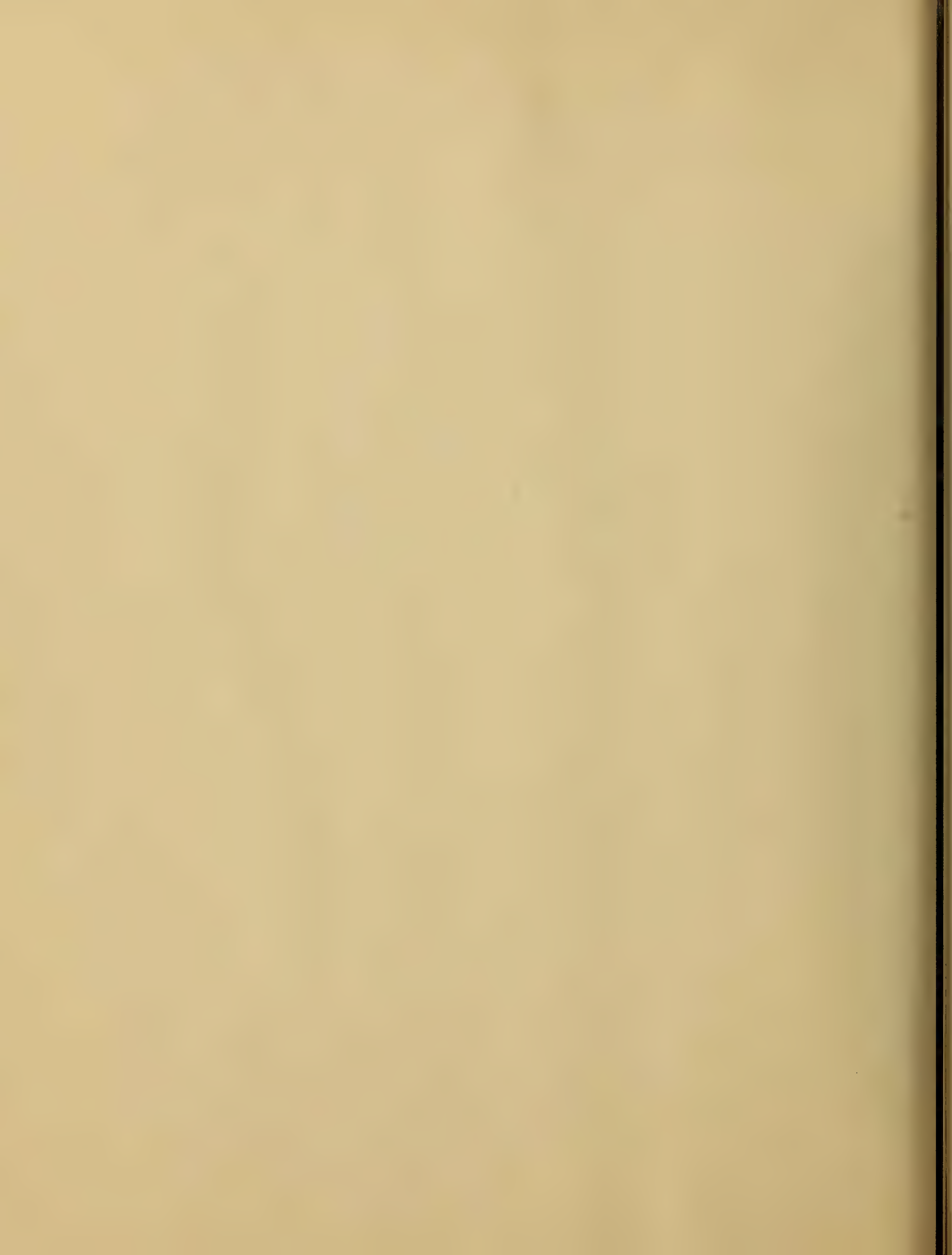






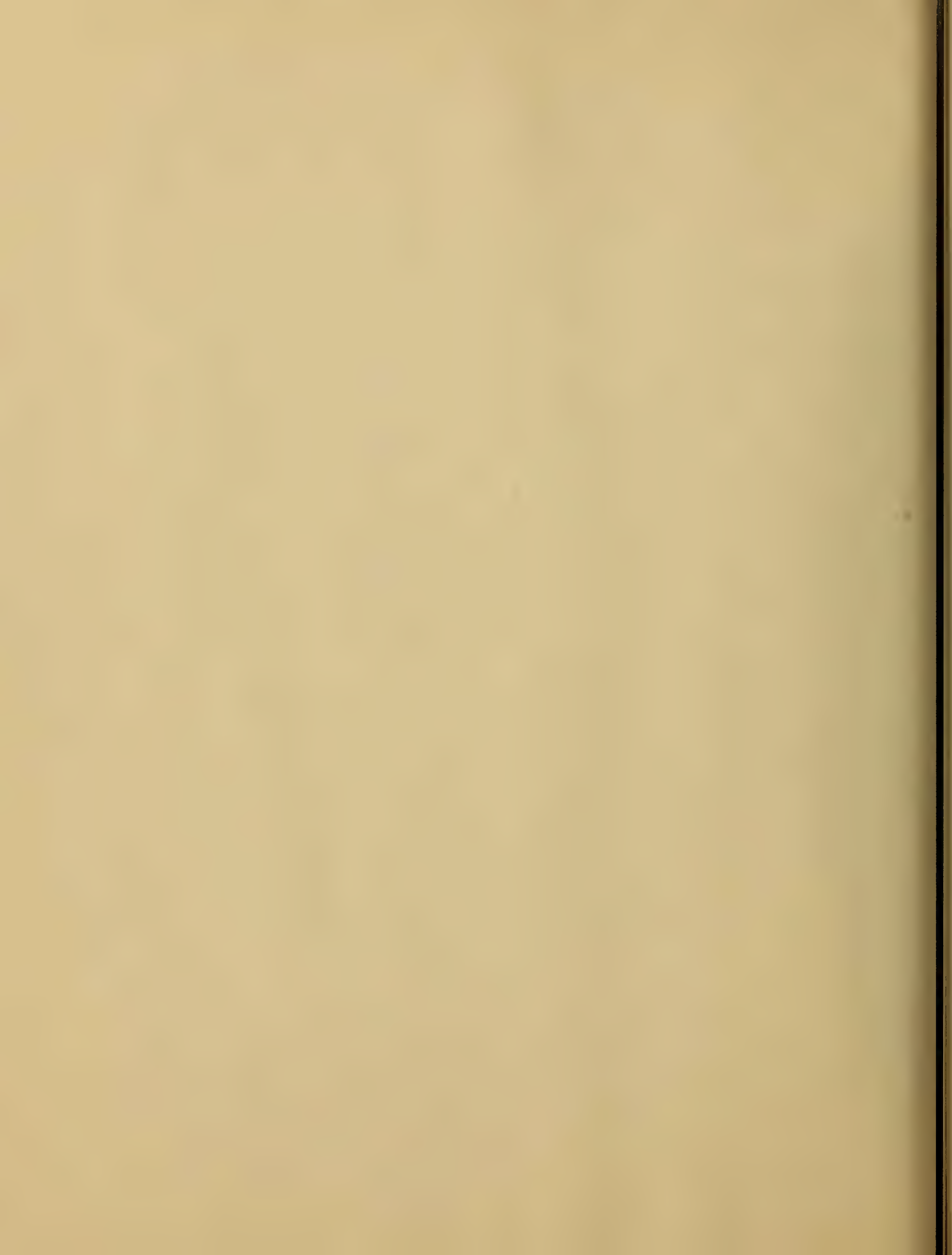




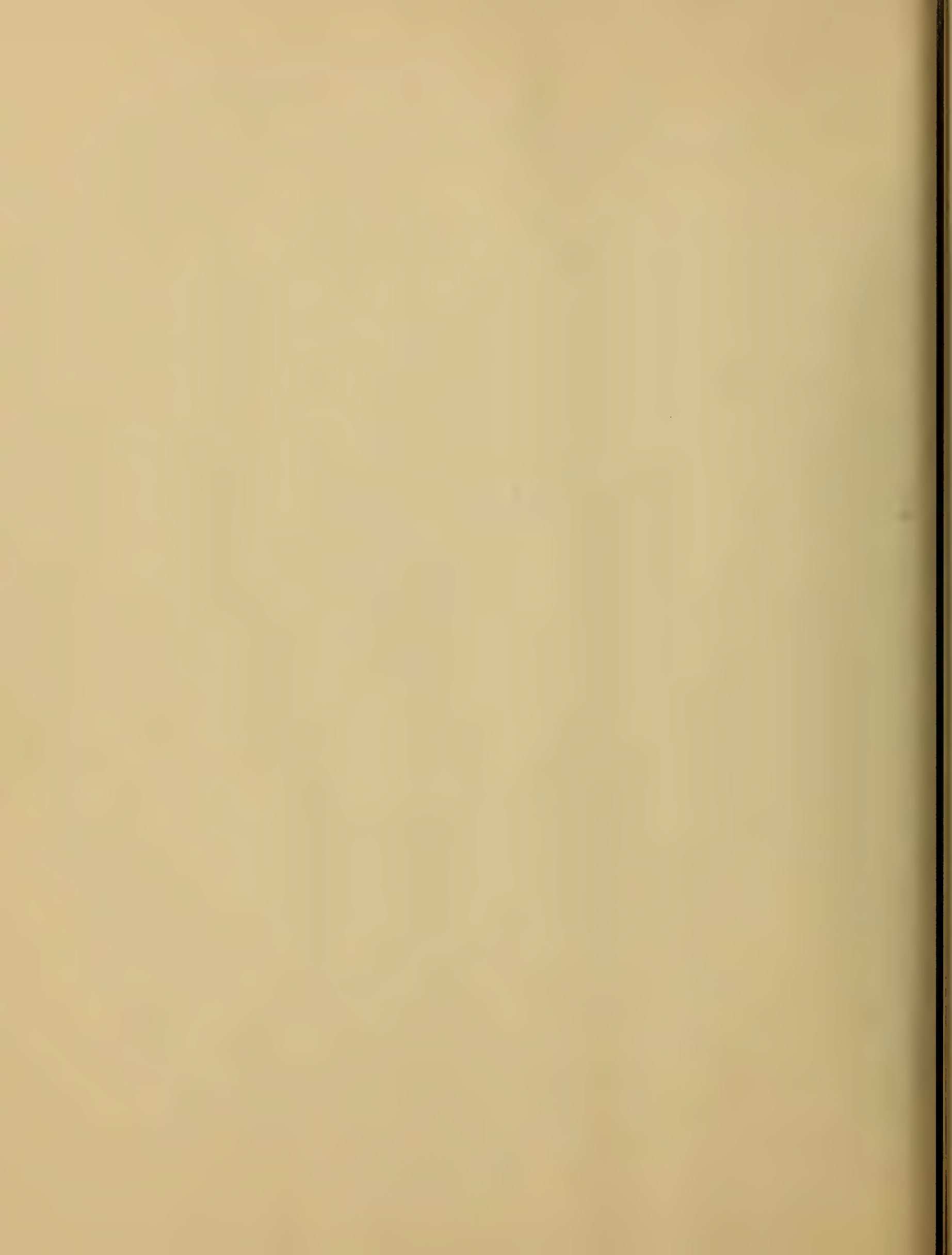




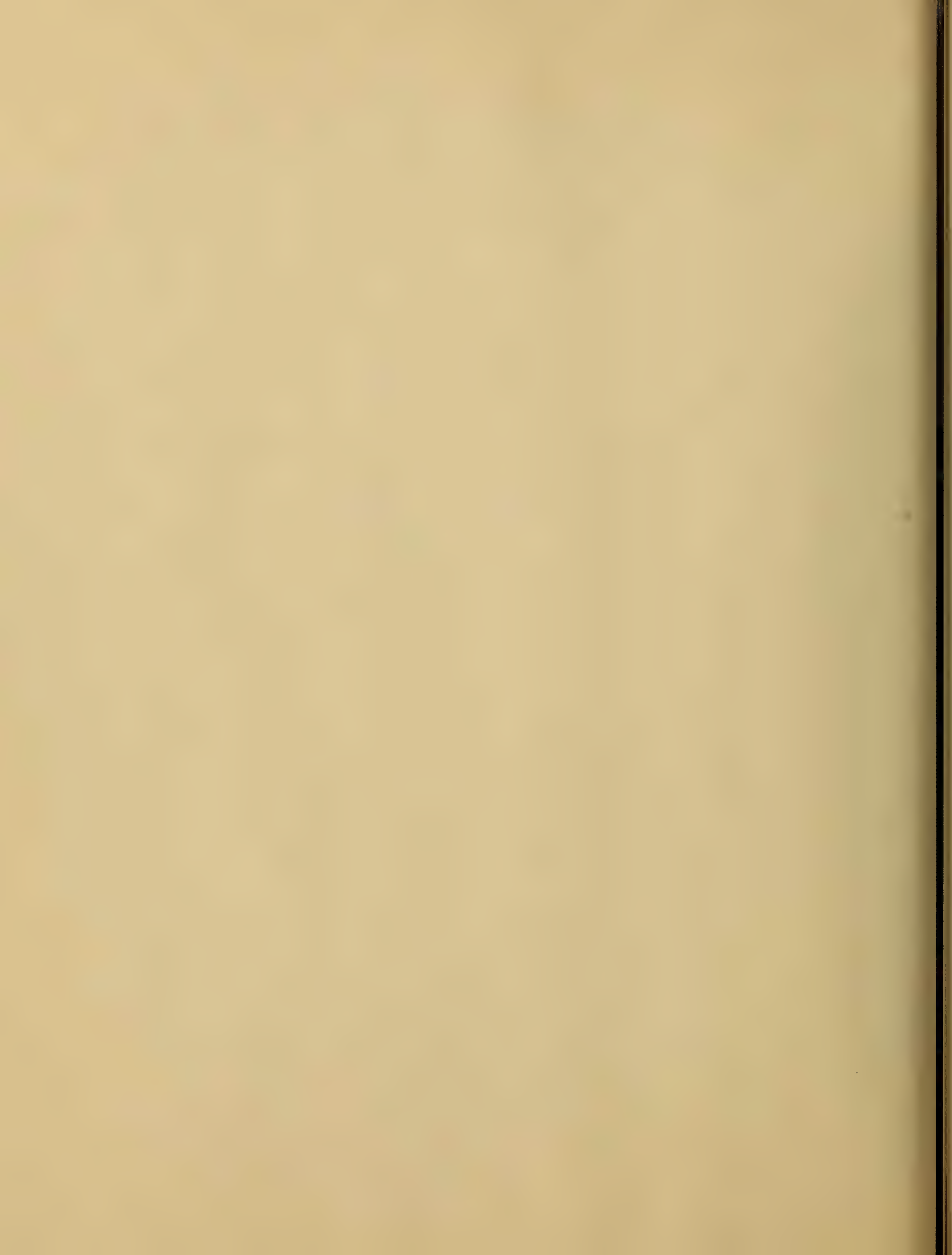




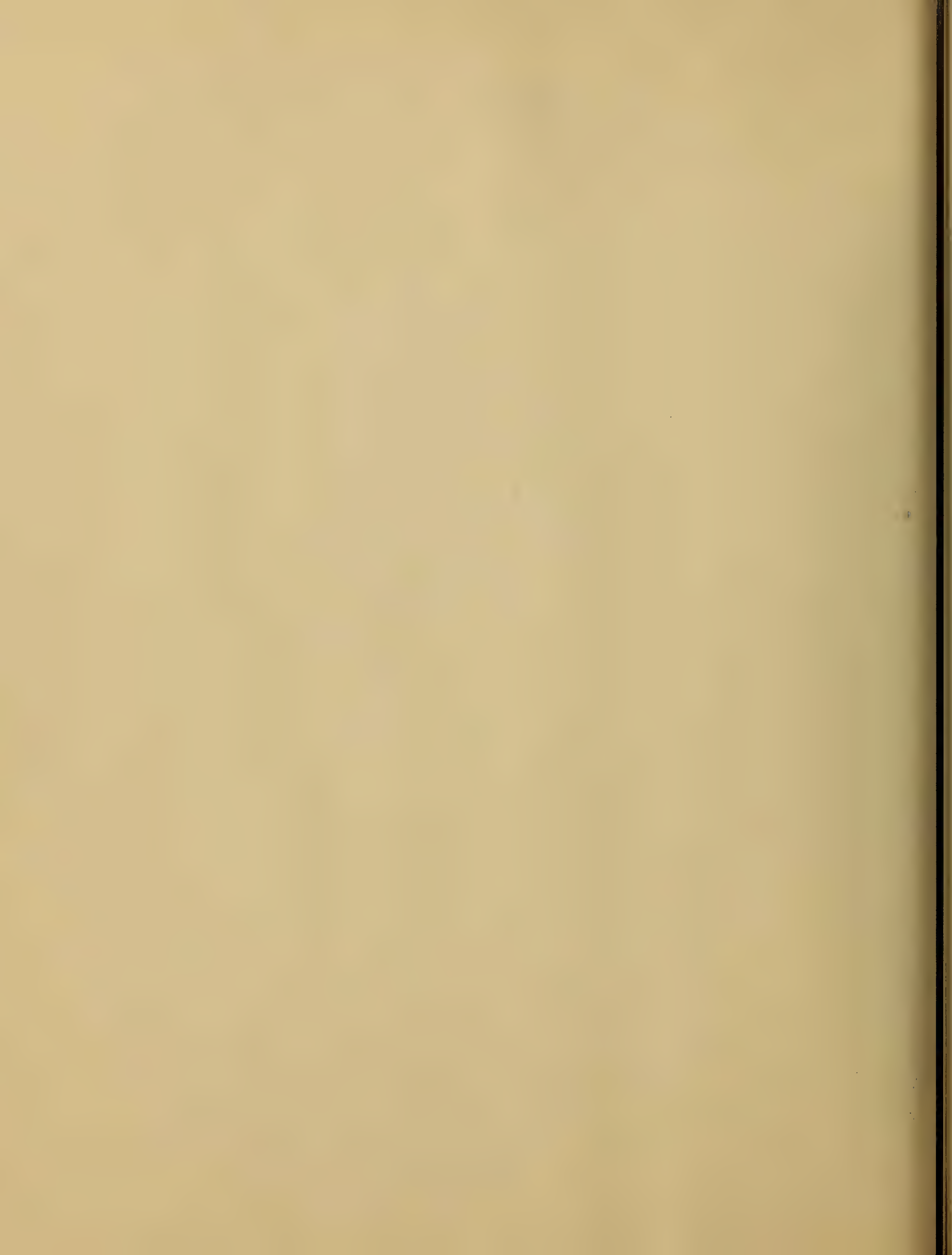




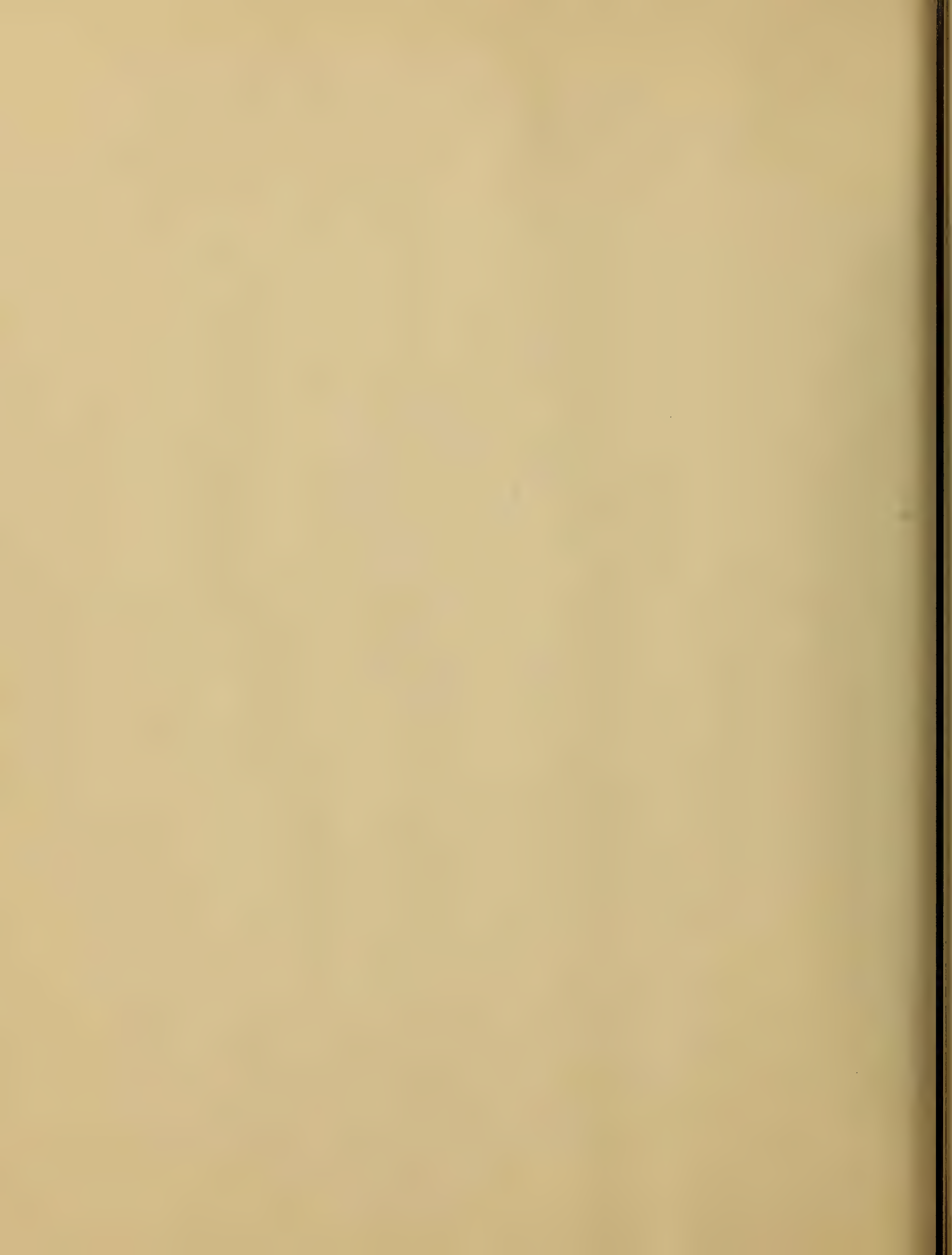


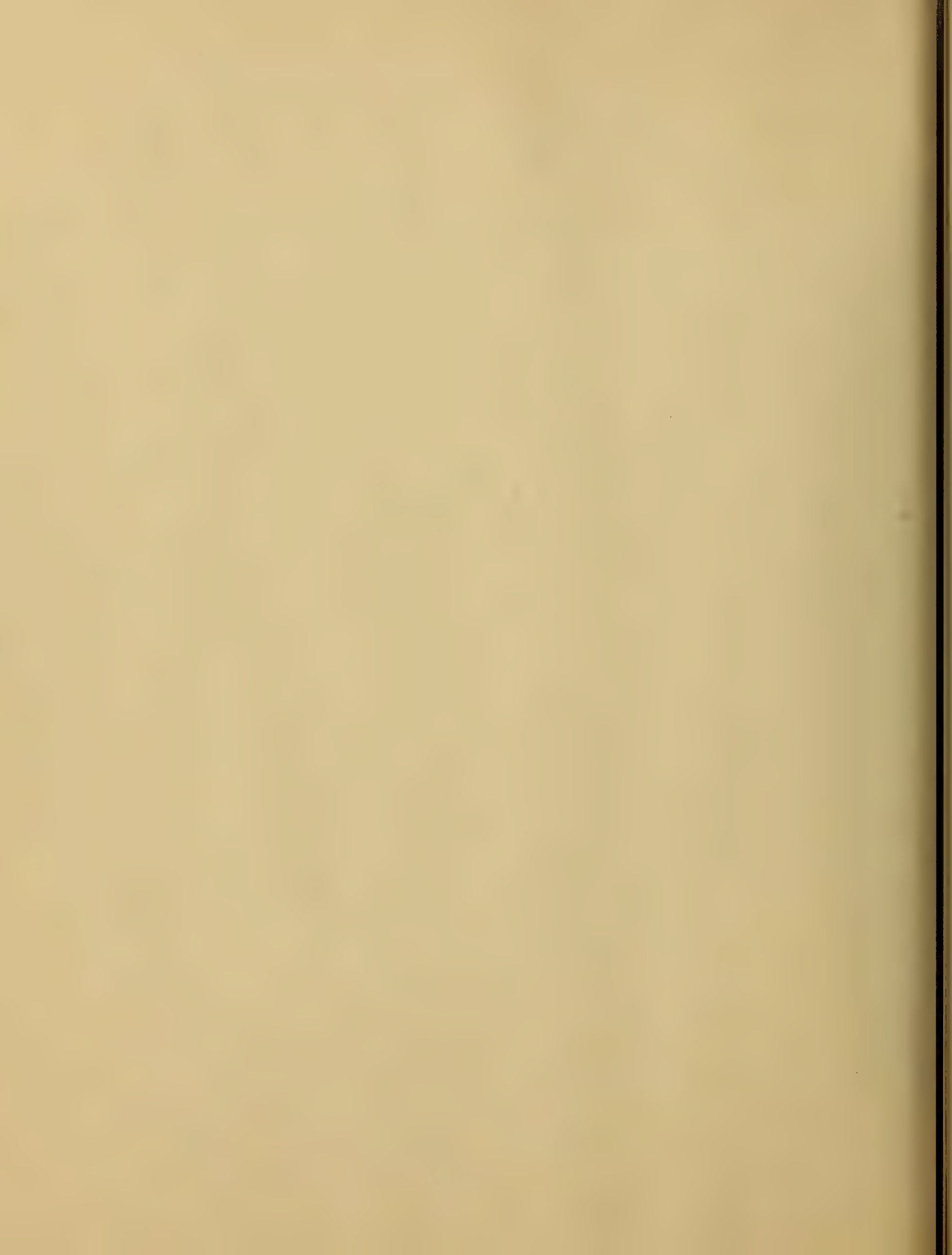




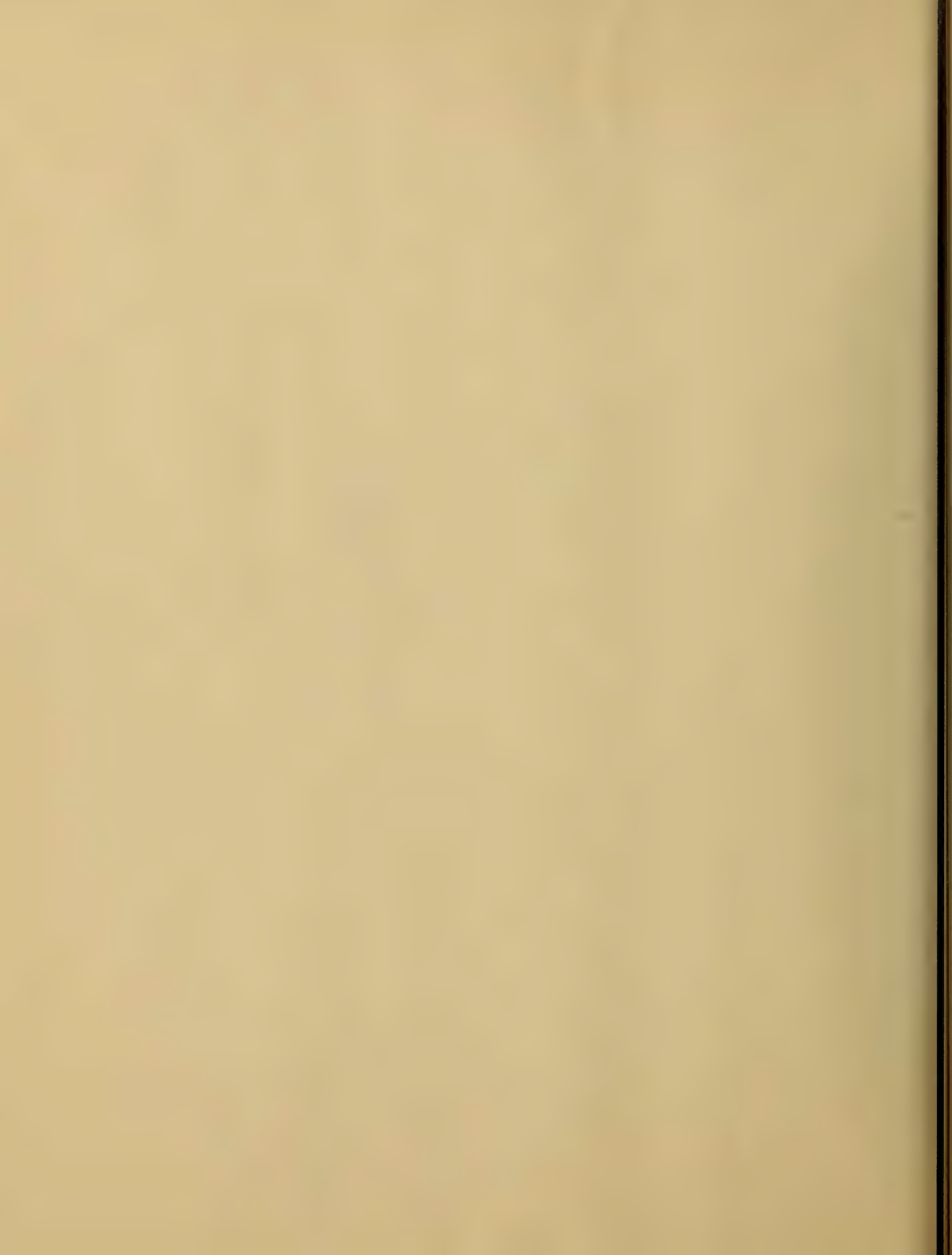


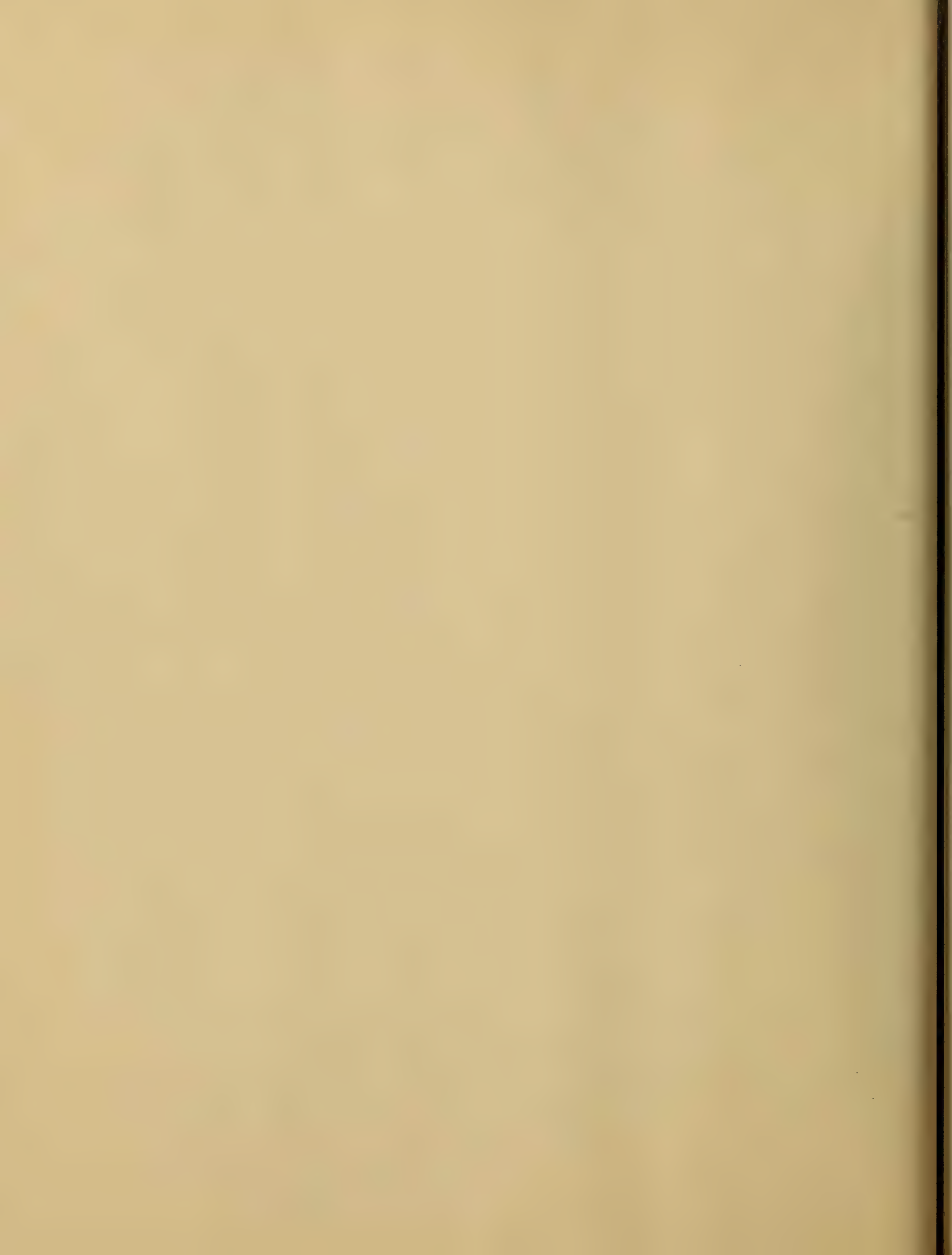


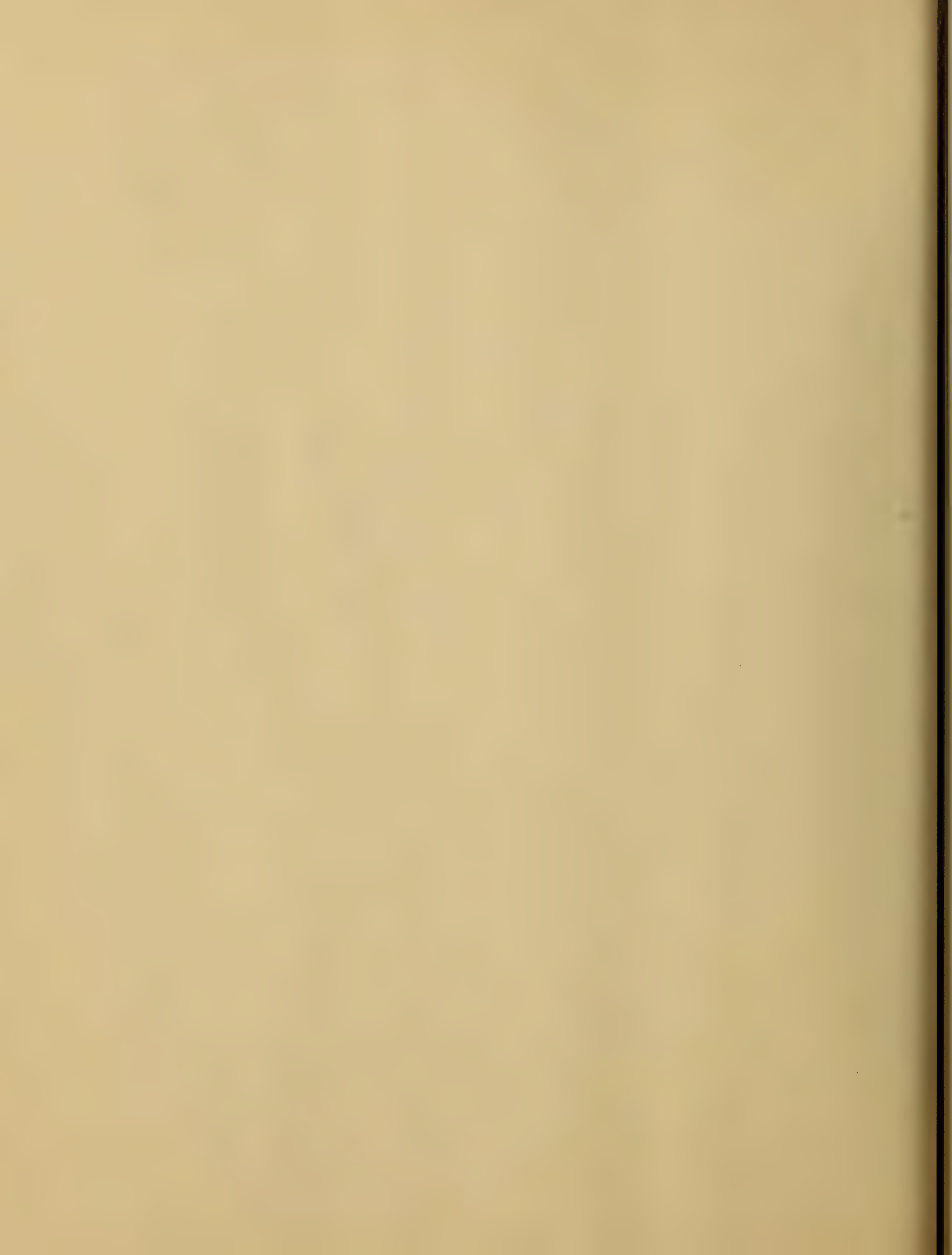




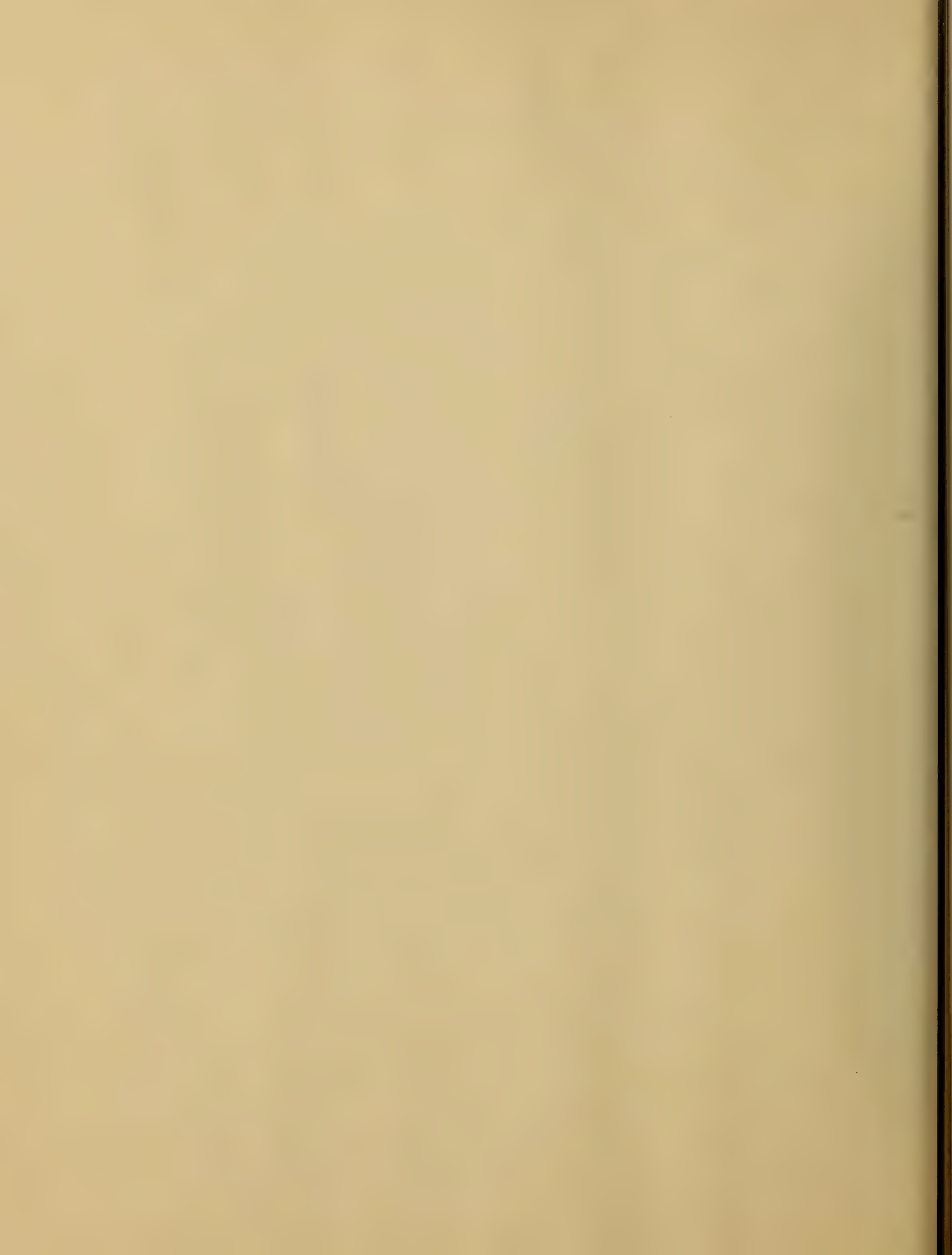


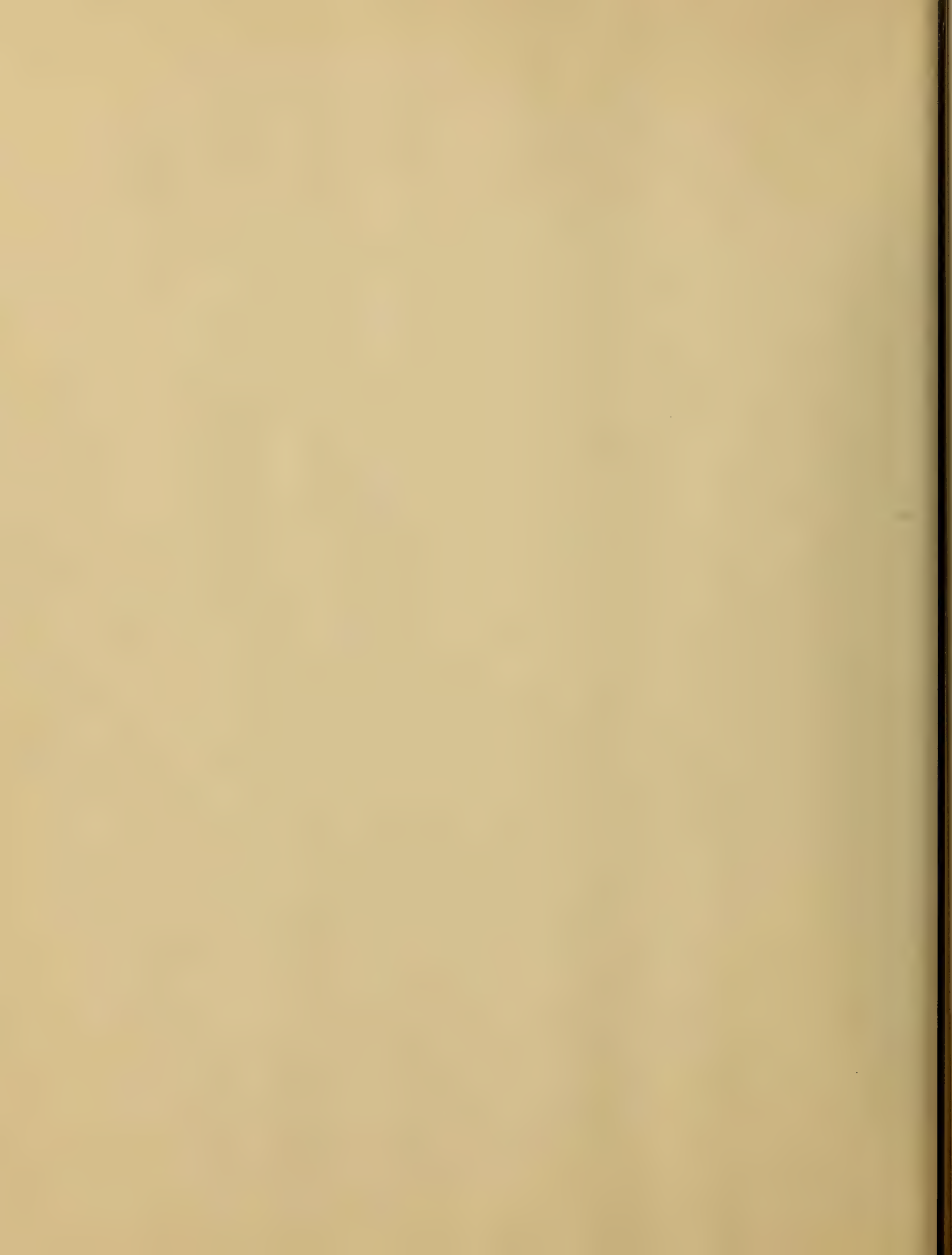


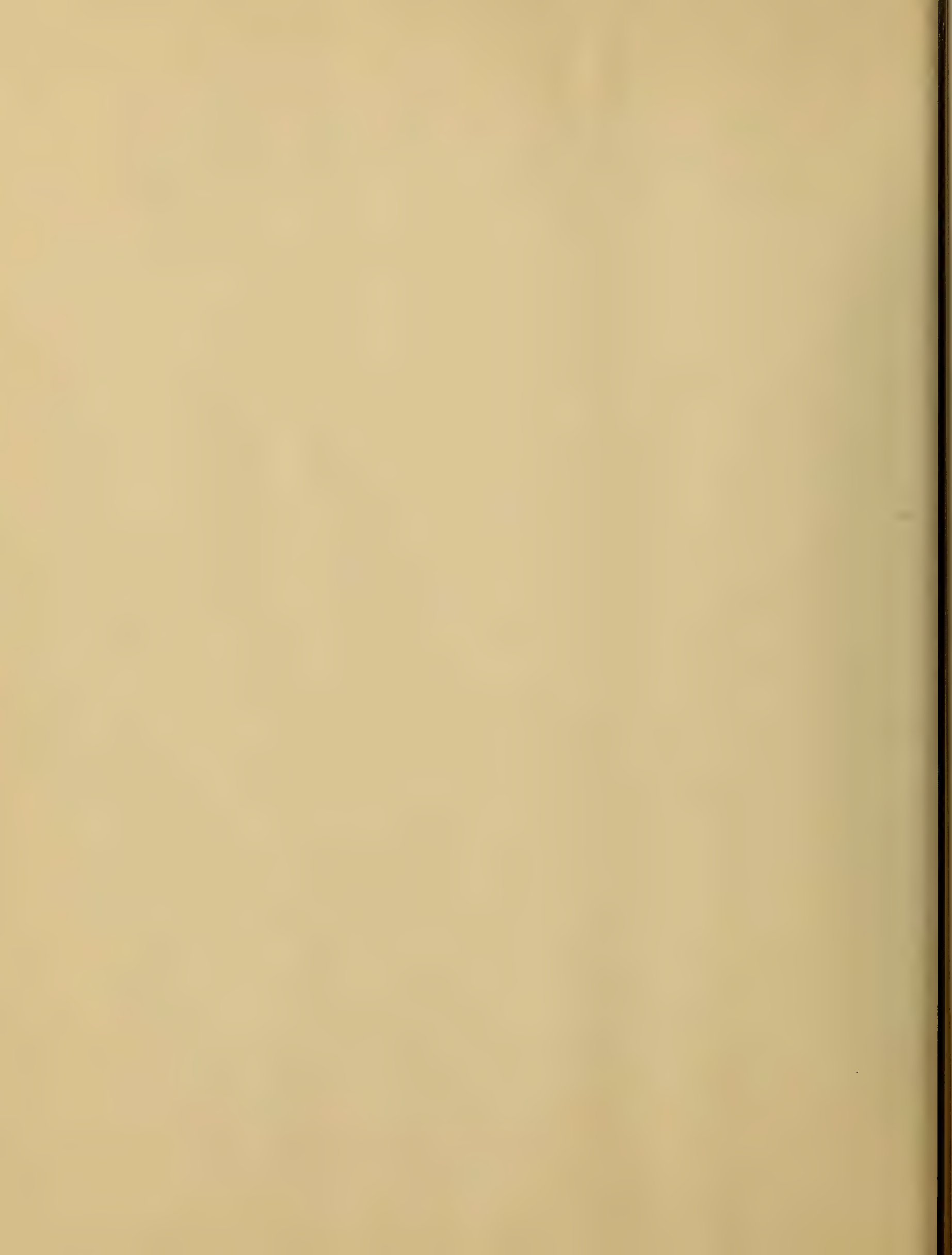


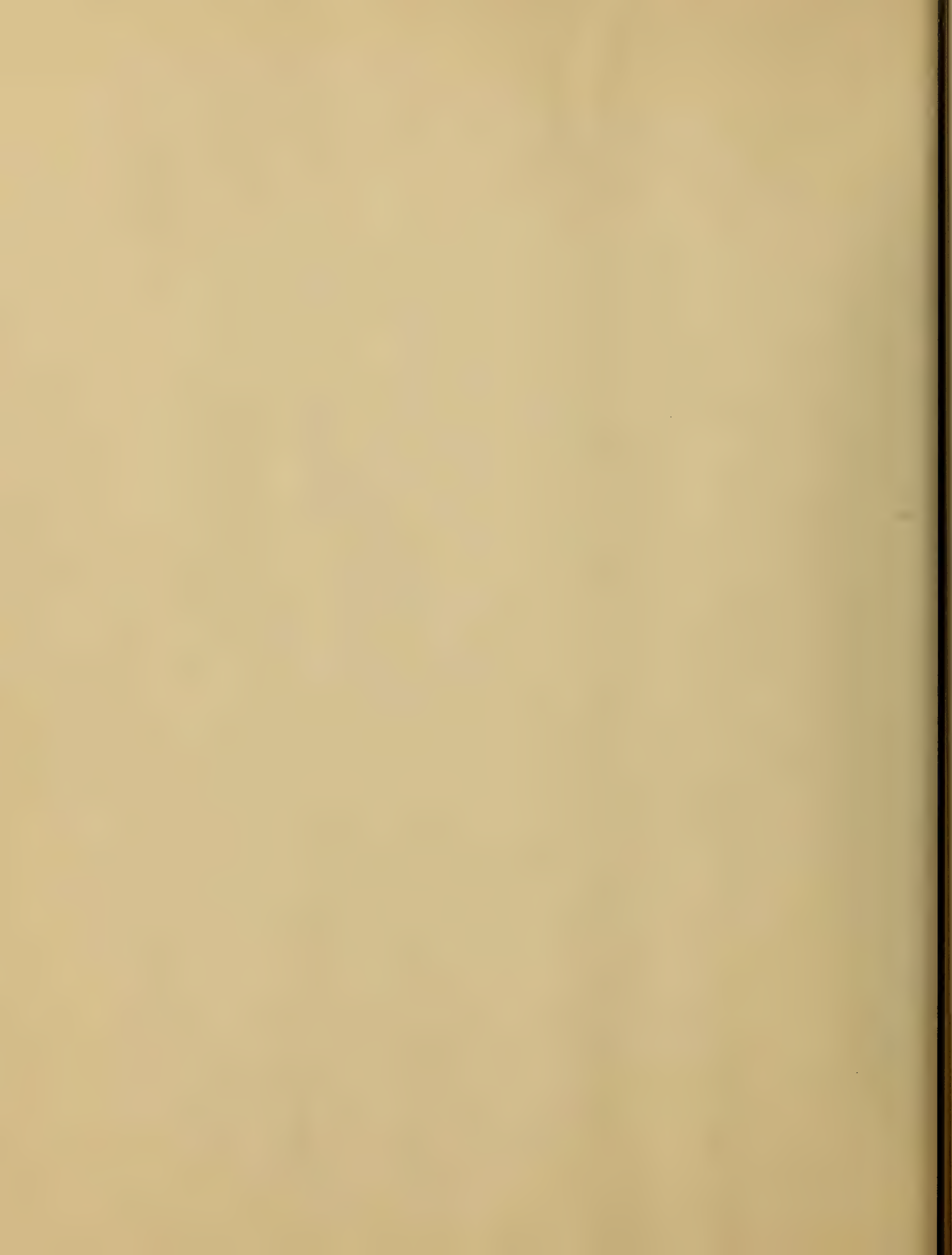








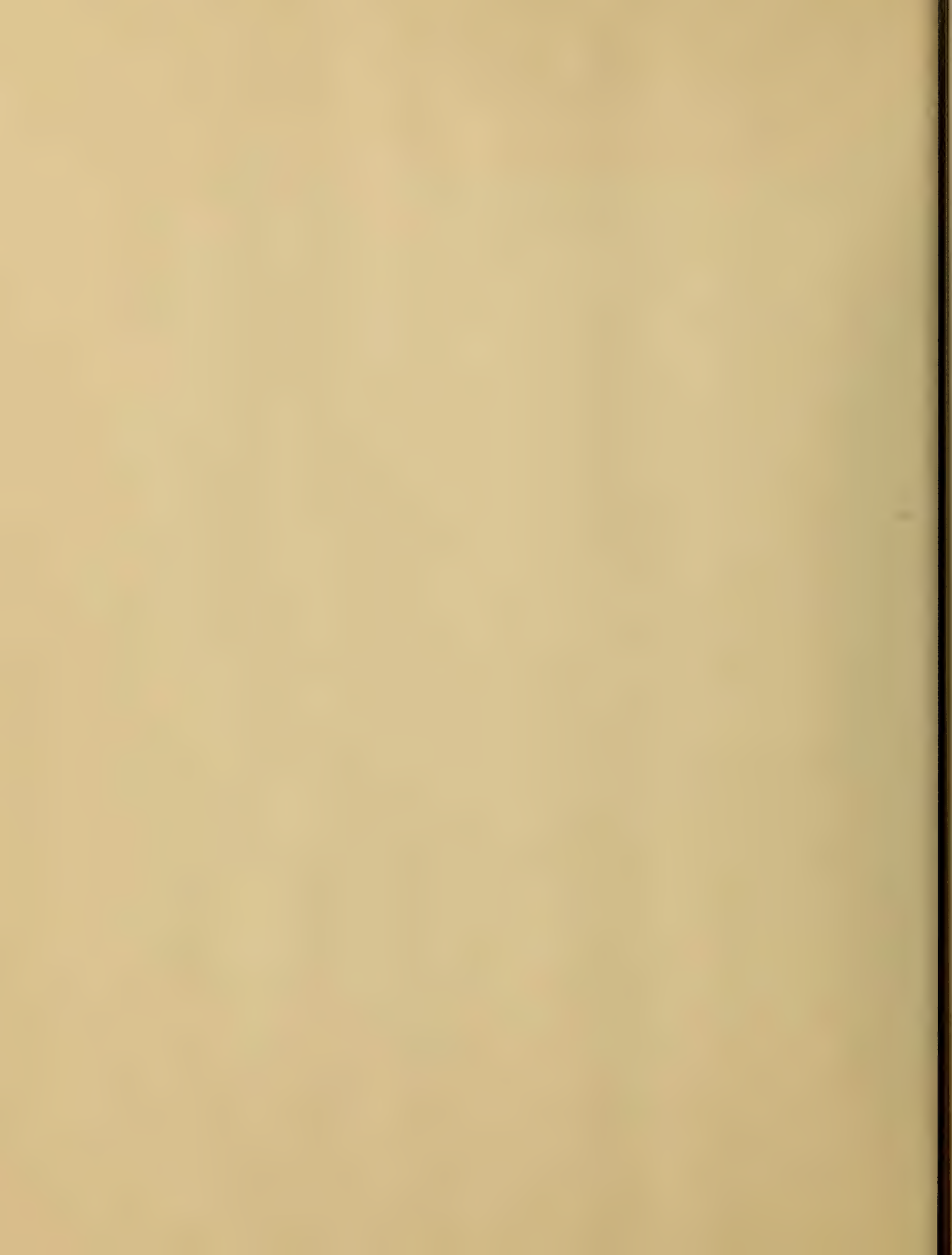


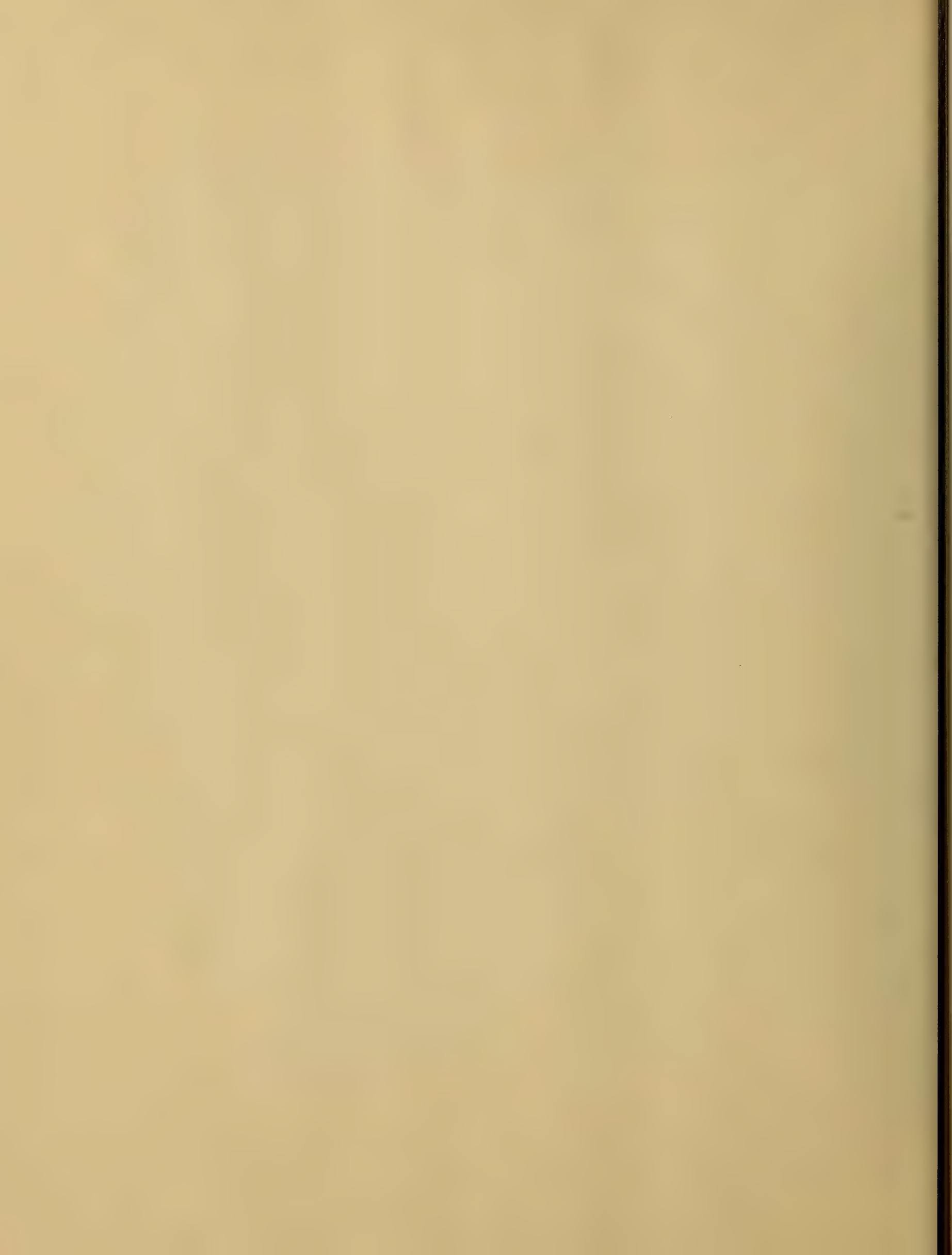


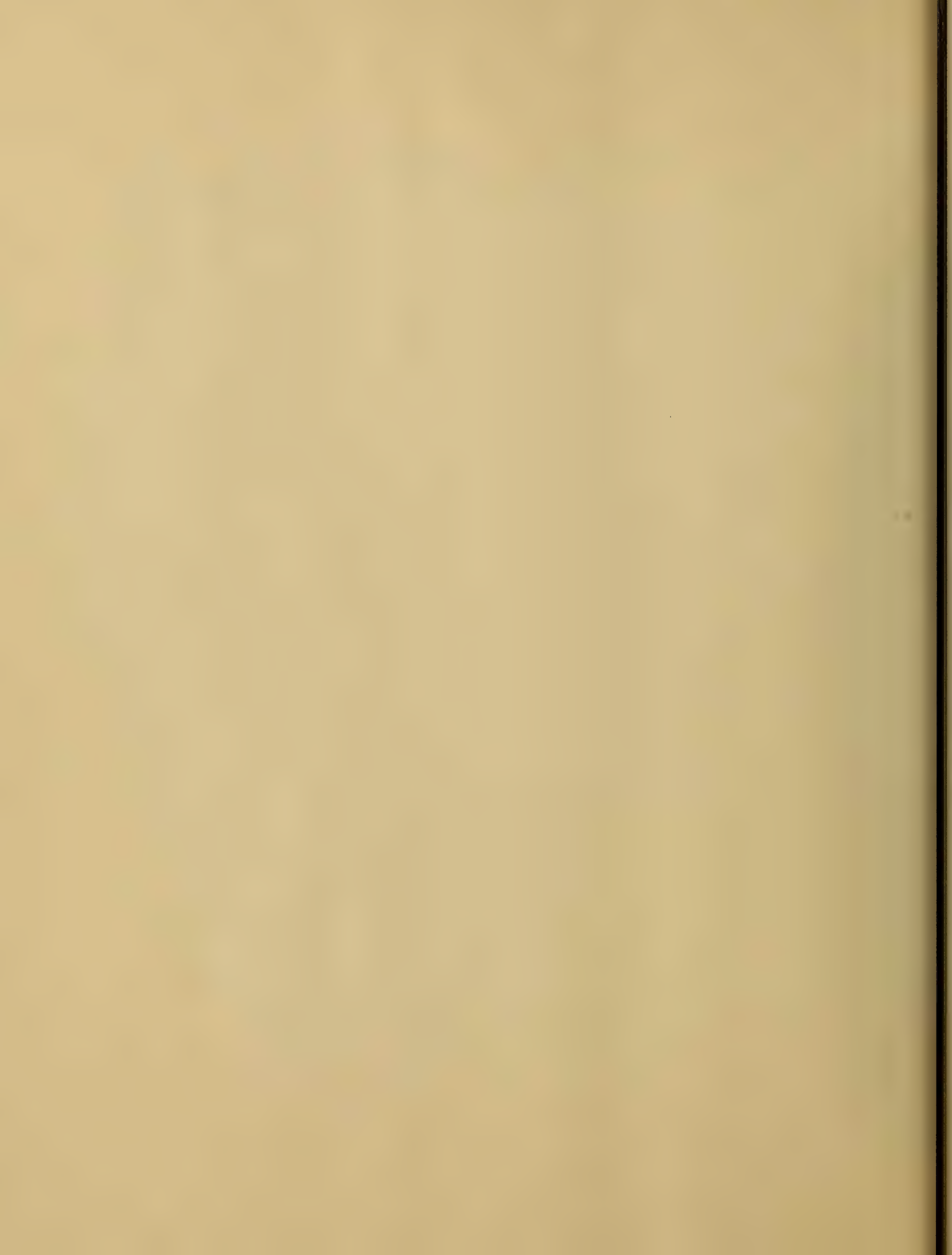




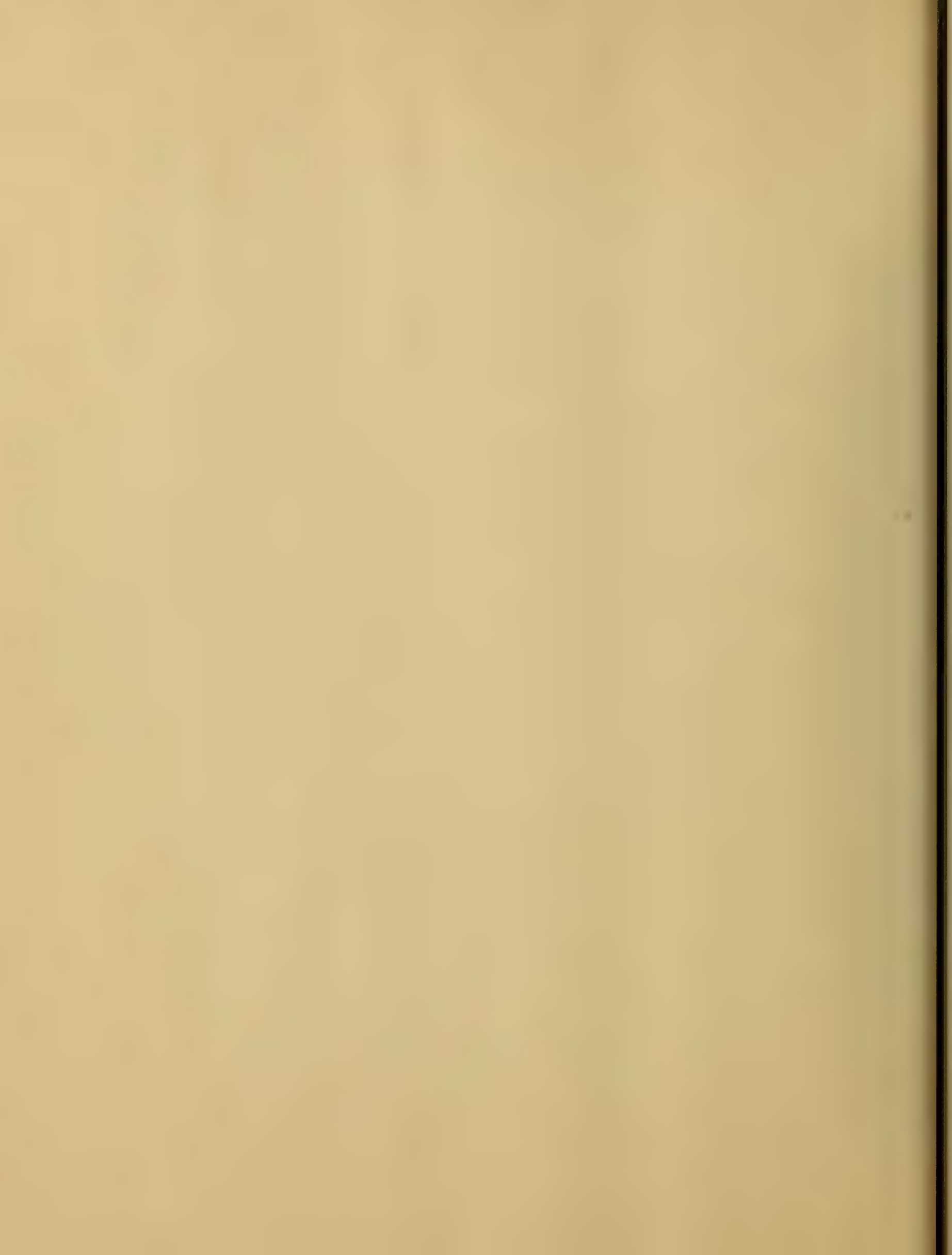


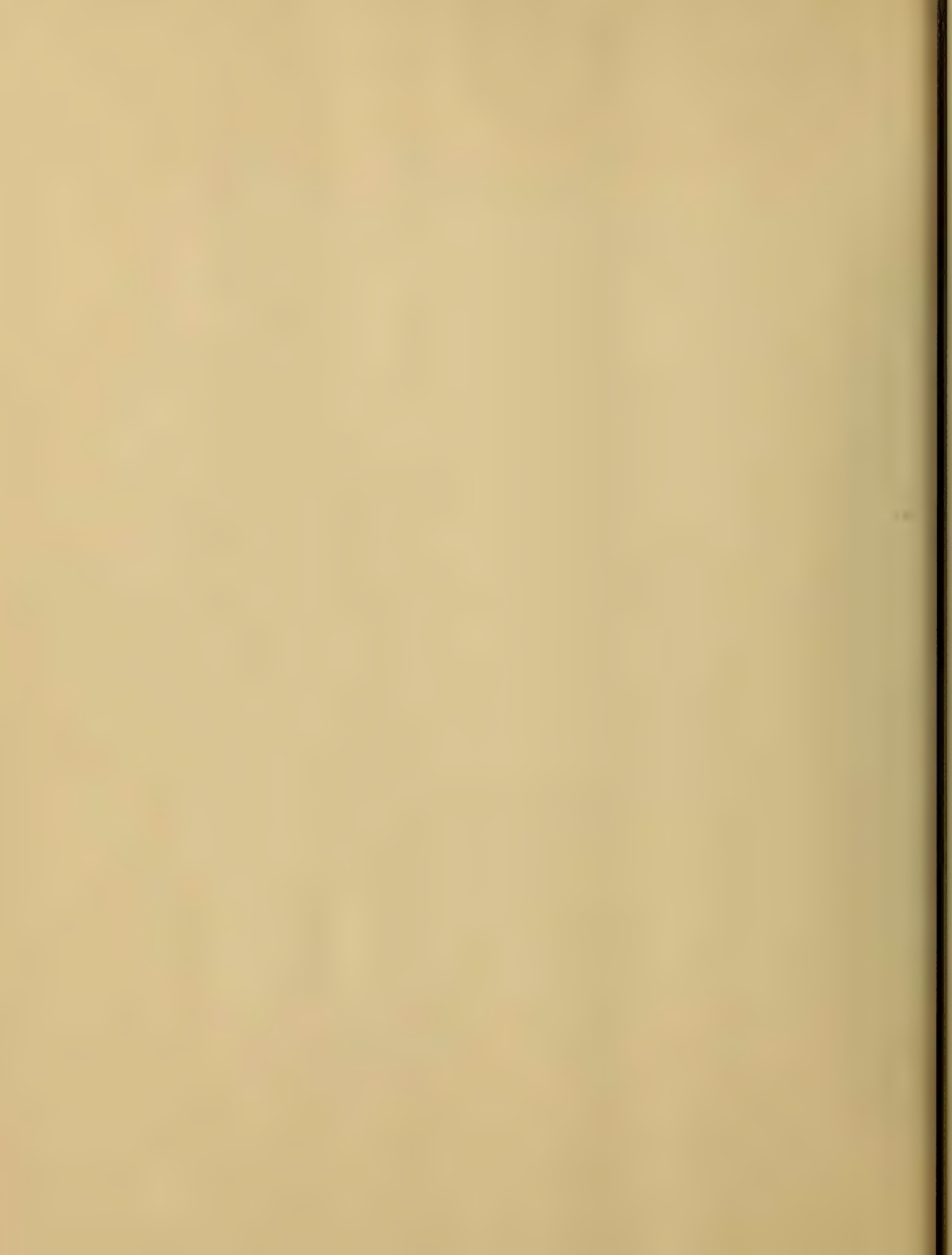


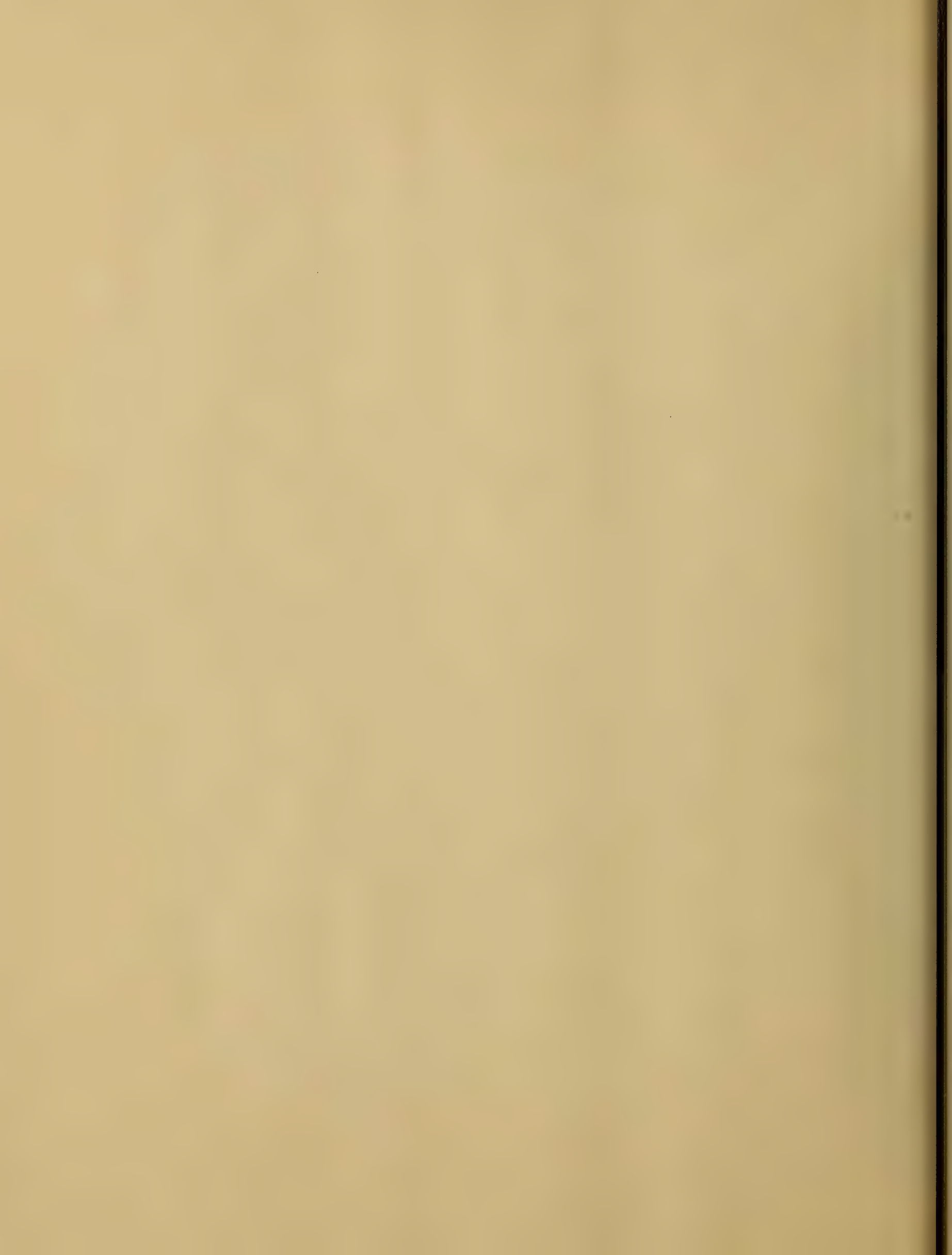


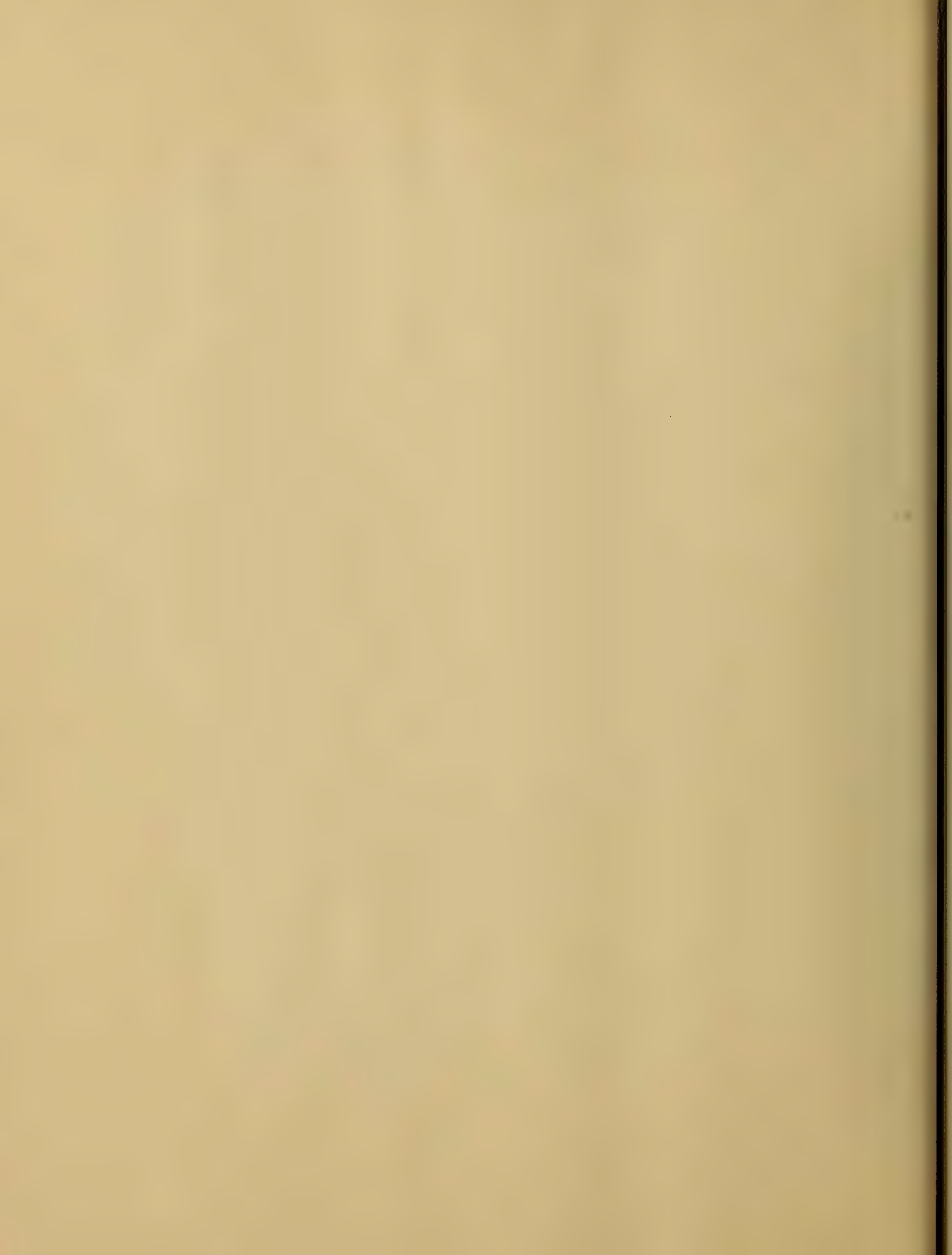




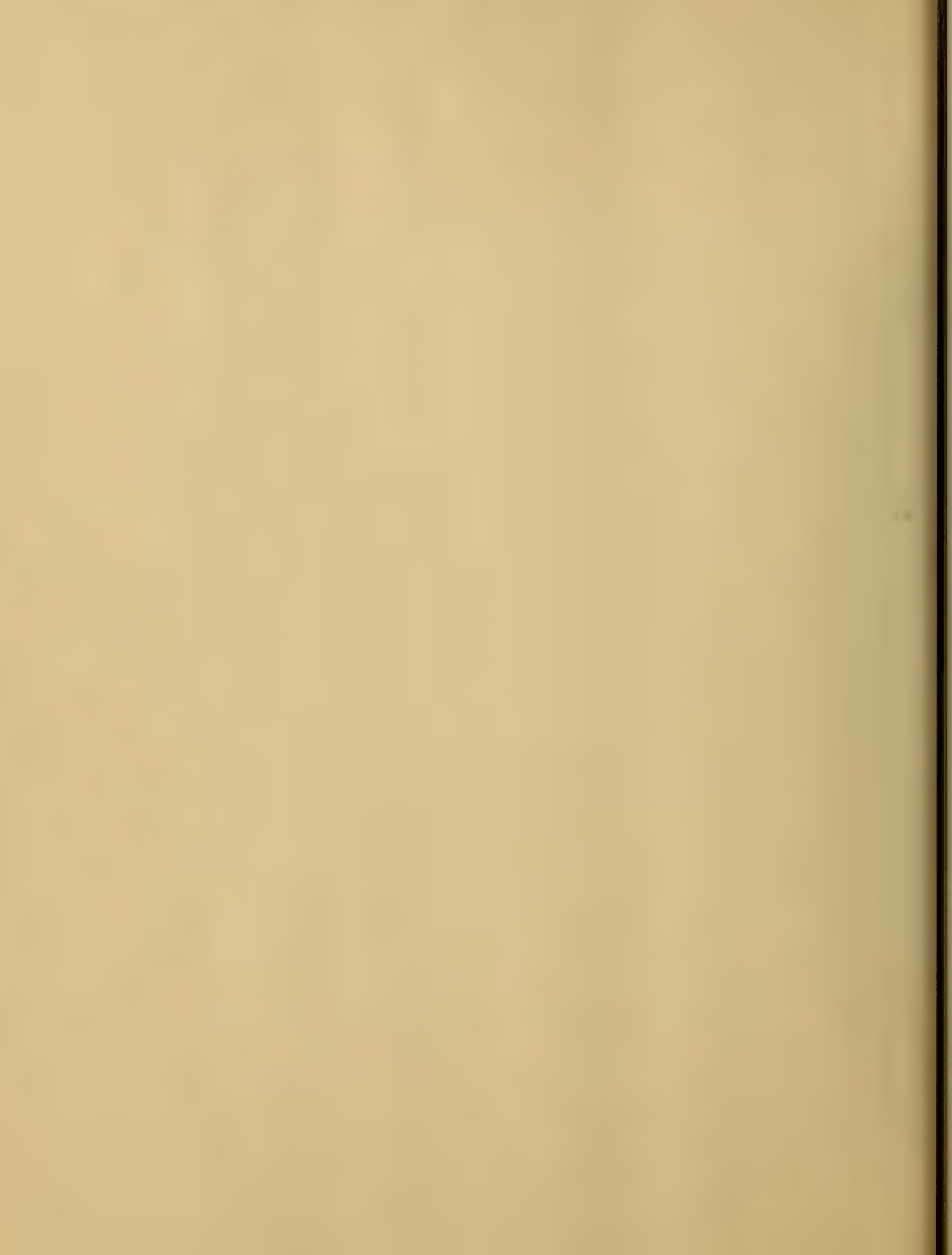








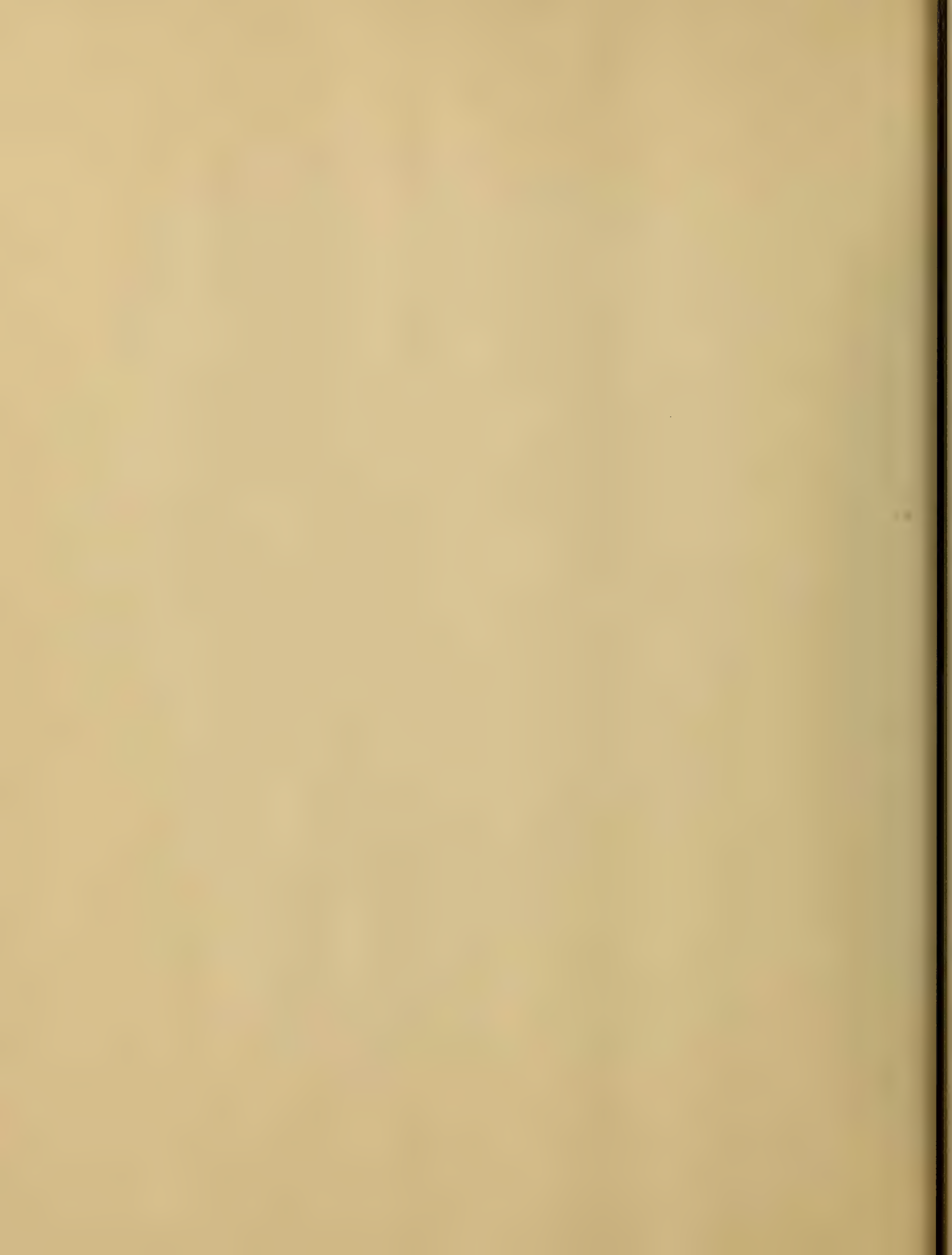




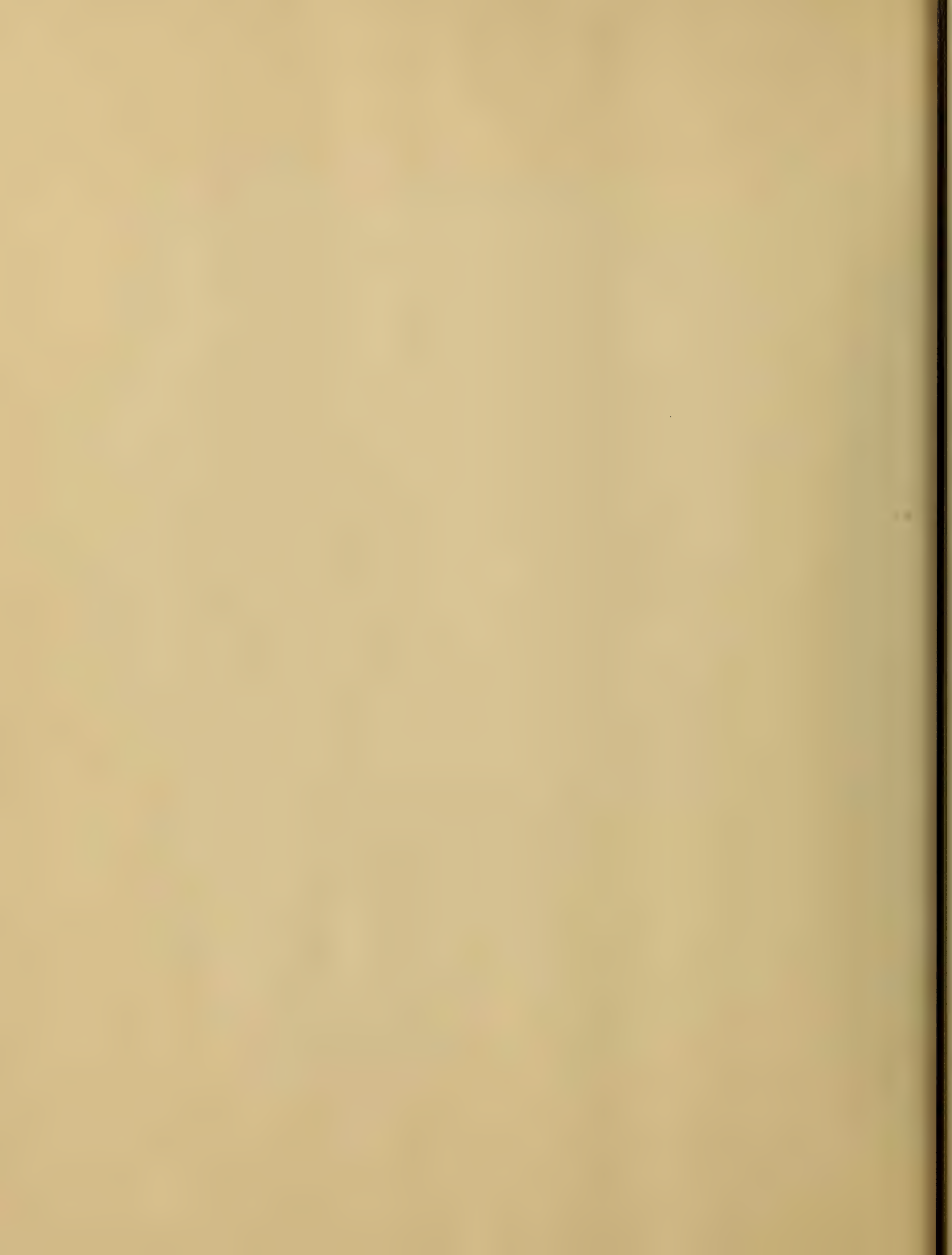








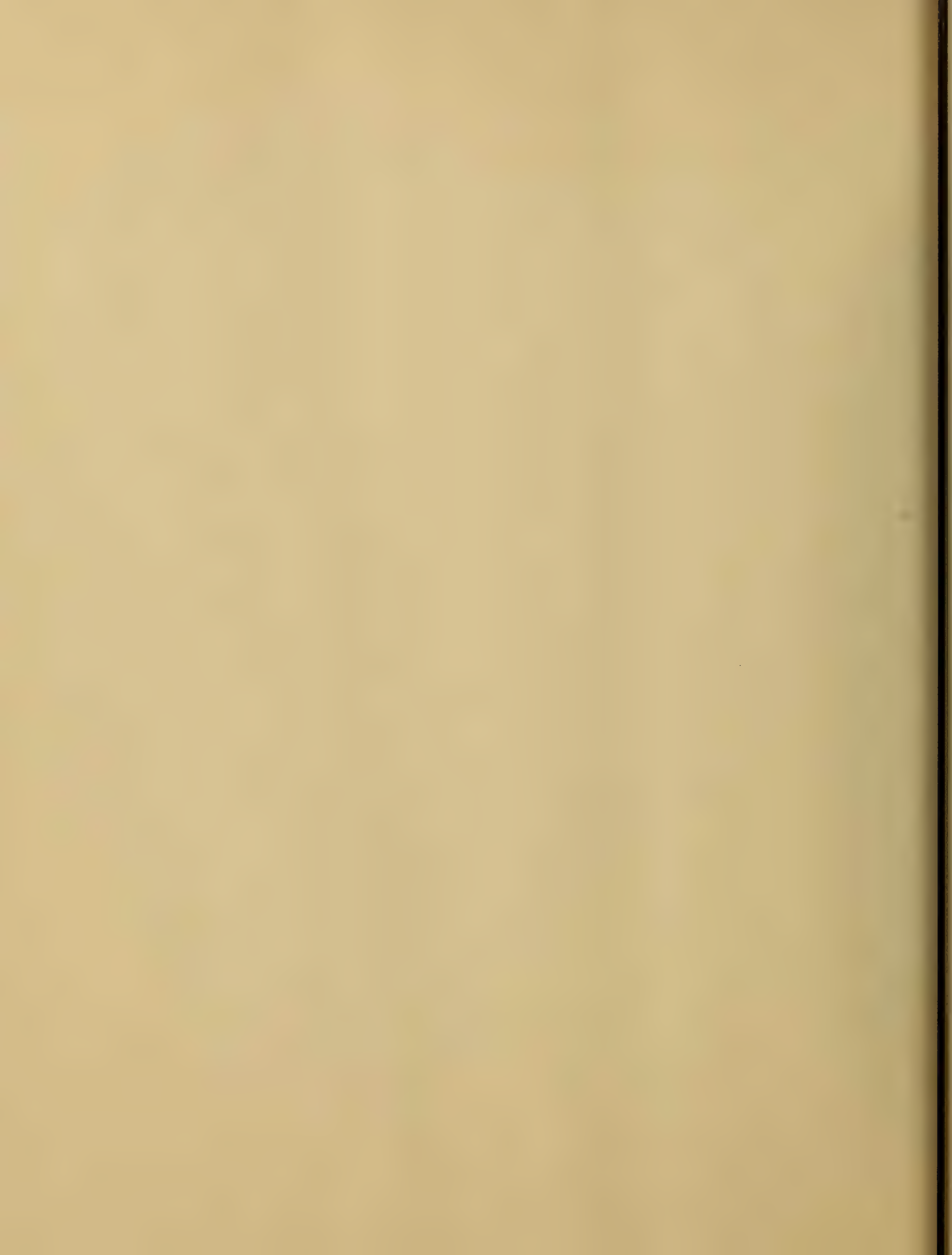






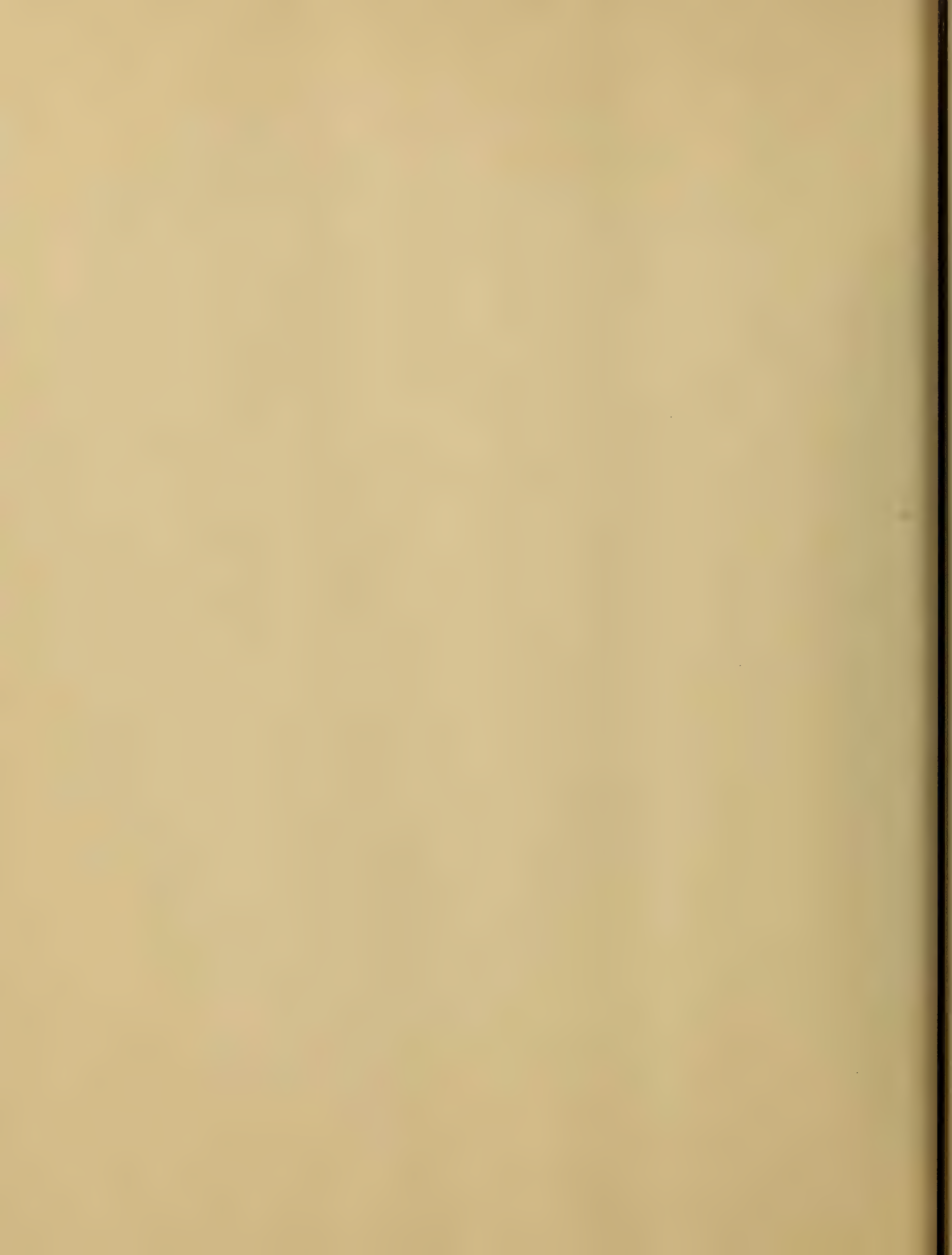








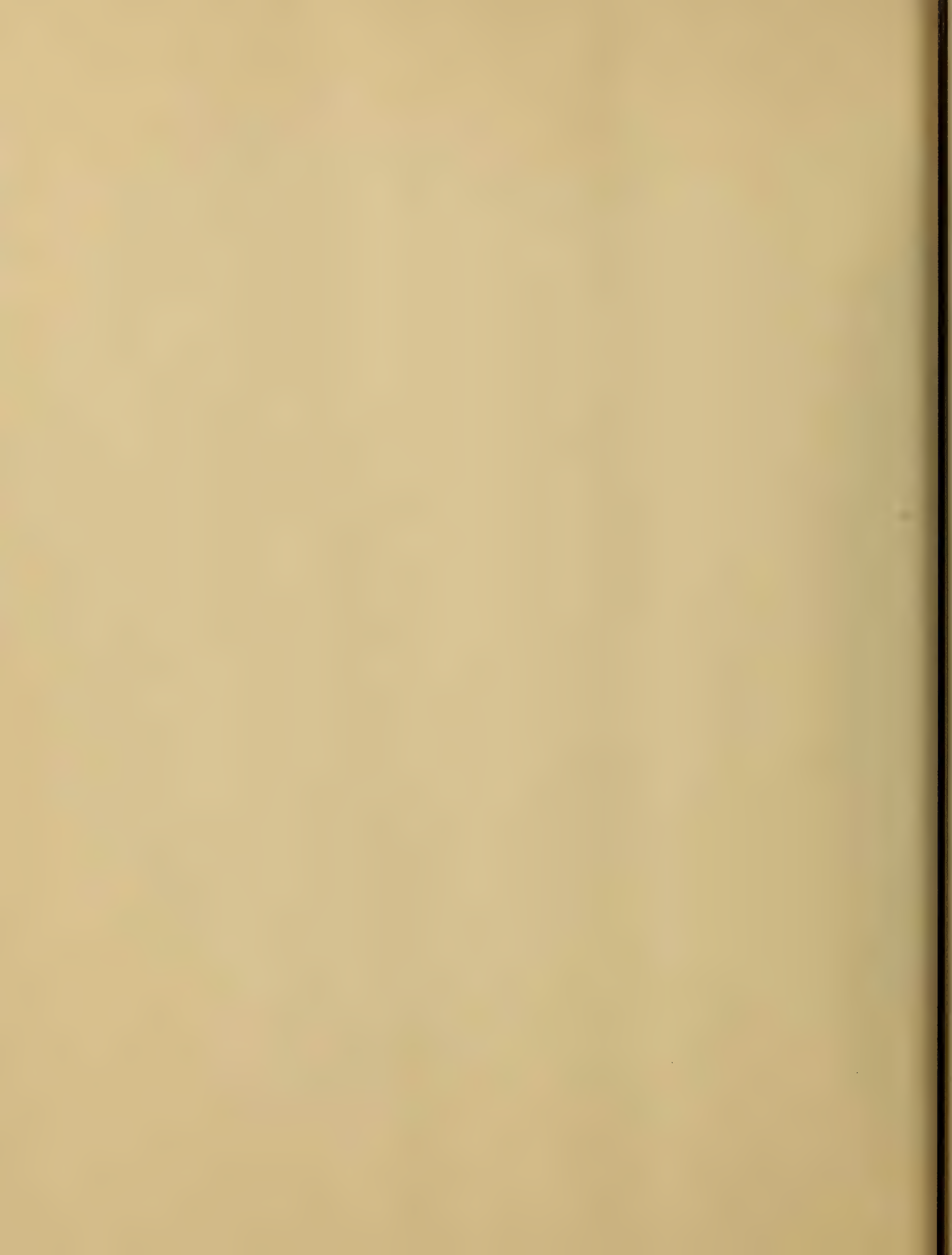




































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